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DETROIT

PIONEER TV OUTLET BECOMES KOTV, INC.

KOTV, Tulsa's pioneer television station, is now officially owned by J. H. Whitney & Co. and operated as KOTV, Inc., C. Wrede Petersmeyer, president, announced today. The recent purchase of the station from Wrather-Alvarez, Inc., won quick, unanimous FCC approval.

Since going on the air in November, 1949, as Tulsa's first TV station, KOTV has provided television service to thousands of viewers in Oklahoma, southwest Missouri, western Arkansas and southern Kansas.

The new president revealed that plans will be announced in the near future for increasing the station's power, technical and color facilities, as well as programming. Petersmeyer emphasized that future plans provide for greater television service to a larger market.

"We intend to make KOTV an even more important force in the lives of people in this area," he stated.

KOTV, inc. channel 6

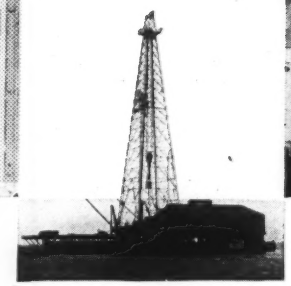
TULSA, OKLAHOMA

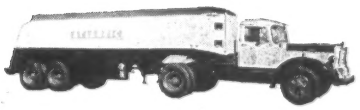
NETWORK AFFILIATIONS CBS-ABC

Represented By
Edward Petry & Co., Inc.

23RD year

ATLANTIC





THE ATLANTIC REFINING CO. DOES A COMPLETE JOB...

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . { WMBG WCOD WTVR

"Atlantic keeps your car on the go"—
slogan for Atlantic Premium Gasoline and
Atlantic Premium Motor Oil—expresses the happy
result of the Atlantic Refining Company's
"complete job" from oil wells to service stations.

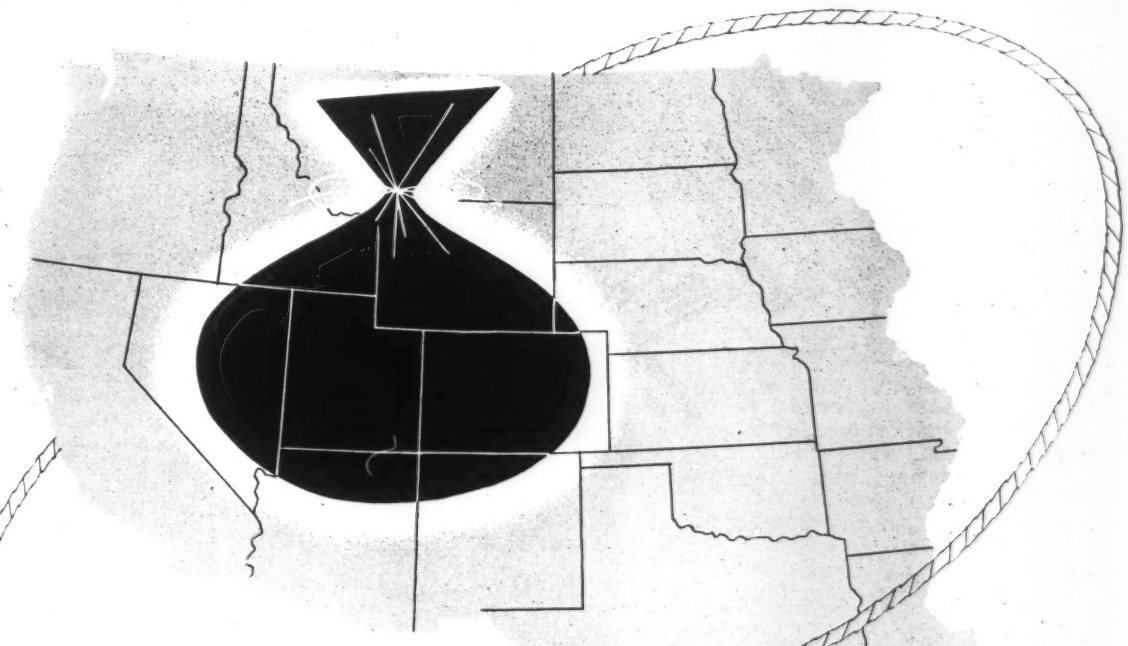
Havens & Martin Inc. provide Virginians with
another kind of "service stations"—complete
entertainment and public service via WMBG—
WCOD—WTVR. They comprise the first complete
broadcasting institution of the South. Today
advertisers are as enthusiastic as audiences—
and vice-versa—about Havens & Martin Stations.
That's your cue, Mr. Timebuyer.

FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR

Havens & Martin Inc. Stations are the *only*
complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
WTVR represented nationally by Blair TV, Inc.
WMBG represented nationally by The Bolling Co.

Latch On TO 4¼ MILLION PEOPLE!



. . who spend almost
5 billion dollars
annually

Inter Mountain Network

44 STATIONS IN

UTAH IDAHO MONTANA WYOMING
SOUTH DAKOTA NEBRASKA COLORADO
NEW MEXICO NEVADA TEXAS

Salt Lake City, Utah—146 So. Main
Denver, Colorado—Hotel Albany

Represented by Avery-Knodel, Inc.
New York - Chicago - Los Angeles
San Francisco - Dallas - Atlanta

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One Key For Two Cities

RADIO STATION KRLD DELIVERS MORE AUDIENCE IN DALLAS AND FORT WORTH COMBINED THAN ANY OTHER STATION OR FREQUENCY.

Pulse, February-March, 1954

More than a million high-income urban population consolidated around two metropolitan centers, only thirty miles apart, have grown together into one solid, compact market unit . . . Dallas and Fort Worth . . . served with CBS network programs EXCLUSIVELY by KRLD.

KRLD BLANKETS NORTH TEXAS AND SOUTHERN OKLAHOMA WITH 50,000 WATTS.

KRLD DALLAS

OWNERS AND OPERATORS OF KRLD-TV, 100,000 WATTS VIDEO

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

THE TIMES HERALD STATION . . . THE BRANHAM CO., Exclusive Representative

John W. Runyon, *Chairman of the Board* . . . . . Clyde W. Rembert, *President*

closed circuit.

COMMUTERS from New York's midtown advertising area need not be terror-stricken at threat that Robert R. Young may move New York Central's focal point from 42d to 125th Street. Even if switch were made, and it's by no means definite, suburban service would continue from Grand Central's location and Brooks Brothers and Commodore Bar would still conveniently supply necessities of Madison Avenue life.

★ ★ ★

APPLICATIONS for transfer of Storer's KGBS-AM-TV San Antonio to Frank G. Huntress newspaper group for $3.5 million expected to be filed late this week, after series of delays on financing of all-cash transaction. Loan has been negotiated with Cleveland Society of Savings. Transaction will pave way for FCC consideration of Storer $8.5 million-plus acquisition of Empire Coil, including WXEL (TV) Cleveland and KPTV (TV) Portland, Ore., hold-up having been occasioned by multiple ownership rule.

★ ★ ★

WHILE Robert K. Richards will depart NARTB as its administrative vice president sometime soon, chances are he will continue as top public relations advisor to association's president, Hal Fellows. Mr. Richards, who has acquired, subject to FCC approval, 50% interest in WHAR Clarksburg and WKYR Keyser, W. Va., contemplates public relations practice in Washington and NARTB is expected to bid for his advisory services. Status will be clarified after NARTB board meeting here June 23-25.

★ ★ ★

WHO WILL succeed Bob Richards as second-in-command for NARTB? Probably no one. Best bet is that Vice Presidents Ralph Hardy, Thad Brown and John Meagher will report direct to President Fellows. Latter may retain an executive assistant but not at policy level. Mr. Richards, incidentally, spent last week in Washington hospital for physical checkup, preparatory to foraging for himself.

★ ★ ★

ALTHOUGH she disavows it, colleagues of Comr. Frieda B. Hennock make no bones about labelling her as "pipe-line" to Drew Pearson, who lately has been lambasting FCC. Latest Pearson assault, on "blitz" tv licensing, AT&T rate increases, etc., is Hennock line notably in her recent role as militant defender of minorities. Her term expires one year from now and her campaign is seen aimed at minority endorsement for new seven-year term.

★ ★ ★

WITH NO likely nationwide advertising prospects for televised NCAA games, presumably because of past dissatisfaction with pre-selected schedules, ABC may propose regional co-op sponsorship along with right to select contests virtually on "game-of-the-week" basis. This would follow pattern of Big 10 proposal repeatedly vetoed by NCAA Television Committee but at this writing appears only way of getting ABC off hook with its $3.6 million commitment for time and rights.

★ ★ ★

OVERALL football picture becomes more confused as plans for fall business being considered. Besides ABC impasse, Westinghouse won't deal on professional football games with DuMont because of its commitment to CBS on color spectaculars, absorbing most of its contemplated budget. And deal by NBC with Canadian football league compounds confusion, what with no sponsorship of those games yet aligned either. Best bet is that DuMont games also will be offered under regional sponsorship largely for Sunday performance.

★ ★ ★

SOME spot advertisers, normally users of daytime radio, are offering to buy nighttime radio on stations where single rate for day and nighttime prevails.

★ ★ ★

LEGISLATION to prohibit alcoholic beverage advertising in all media may not get through this session because of election year and shortness of time remaining. But old heads on Capitol Hill aver that if bills had been confined to radio and television advertising alone, they might have sailed through both House and Senate committees with only last ditch stands on floor blocking approval.

★ ★ ★

TOM KNODE, manager of station relations, NBC, reportedly slated to succeed Sheldon B. Hickox as director of department. Mr. Hickox leaves to become director of station relations for NBC Pacific Division (story page 93).

★ ★ ★

J. FRED MUGGS, chimpanzee star of NBC-TV's *Today*, leaves today (Monday) for round-the-world tour, but he'll skip England. After extended conference last week, top network officials decided that international incident might be provoked if ape visited country which was outraged by his appearance in NBC-TV reports of Queen Elizabeth's coronation year ago.

the week in brief

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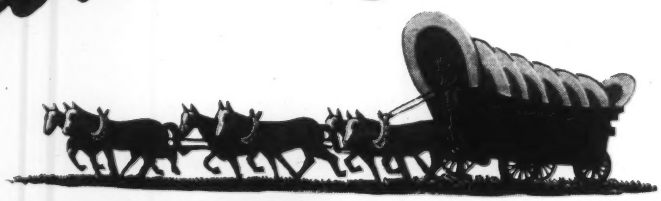
WGAL-TV Channel 8



Behind this ID

a real-blazing success story of sales value to you

WGAL-TV

NBC • CBS • DuMont

Lancaster, Pa.

WGAL-TV, one of America's pioneer television stations, went on the air August 16, 1949. It was the first TV voice to be heard in the central Pennsylvania area of Lancaster, York, Harrisburg, Lebanon and Reading. WGAL-TV has among its programs the best in TV entertainment and among its advertisers the most successful. Take advantage of this outstanding history of ... WGAL-TV.

Clair McCollough, President

Represented by

MEEKER TV, Inc.

New York Chicago
Los Angeles San Francisco

at deadline

CBS URGES 'DE-INTERMIX' STUDY NOW; ABC ASKS MORE VHF'S, COLOR IN UHF

(Detailed hearing coverage begins page 27)

EXPLORATORY look into possibility of "de-intermixture" of present uhf-vhf allocations, but with retention of other basic concepts of allocation and affiliation were proposed by CBS President Frank Stanton in testimony Friday afternoon before Senate Communications Subcommittee.

Ernest Lee Jahncke Jr., vice president and assistant to president of ABC, supported that phase of DuMont Plan (Plan C) dealing with multiple ownership in relation to uhf affiliations and also advocated expansion of vhf band by adding three channels now in fm range plus pick-up of others from educational reservations and perhaps other portions of spectrum.

Mr. Jahncke said that as last resort ABC favored movement of all tv to uhf. He suggested that color—possibly for first three to five years—be confined to uhf.

MR. JAHNCKE

DR. STANTON

Dr. Stanton vehemently opposed DuMont project as sounding death-knell of live television network broadcasting, and while expressing sympathy for plight of some uhf stations, pointed out others are doing pretty well. He urged that Bricker Bill (S 3456) be rejected because it abandons concept of licensing only those who use spectrum. As written, he said bill would mean that film producers, independent program packagers, or advertising agencies which produce programs also would be subject to licensing by FCC.

Without mentioning Comr. Frieda B. Hennock by name, Dr. Stanton said he found it "extremely disturbing" that charge of monopoly against CBS and NBC had been made publicly and in context of hearings "by one of the very people—an experienced lawyer—who, as a member of the FCC, sits in judgment on us in determining whether or not our applications should be granted and renewed."

Hearing recessed Friday afternoon until Monday afternoon when Joseph Heffernan, NBC vice president, will conclude network presentations and rebuttal will be heard from uhf and vhf counsel (half hour each) and from Comr. Hennock and FCC Chairman Rosel H. Hyde (15 min. each).

ABC not only believes uhf will suffer same fate as fm but is convinced that fate is closer than generally realized, in most intermixed markets, according to statement Friday by Mr. Jahncke.

He said solution of uhf general business problems, normal problems of any business, is not responsibility of government and that governmental intervention would violate every basic tenet of our economic system.

ABC recommendations: Abolish excise tax on all-channel sets and tuners; FCC should revise multiple ownership rule to permit multiple vhf owners to acquire uhf stations; boosters and satellites should be authorized; freeze should not be imposed.

Two-program service policy would strengthen NBC and CBS, and might quickly eliminate uhf, Mr. Jahncke argued. Three-program policy would require revised allocation plan, he said, with addition of relatively few vhf channels making plan practical. Use of spectrum between ch. 6 and 7 as well as fm band and educational allocations would provide vhf channels, he added, also urging more flexible allocation rules including use of directional antennas and, in some cases, lower power. He pointed to difficulty of using area between ch. 6 and 7.

"It is too early to conclude that it is necessary to abandon as unworkable our present allocation concept of using both vhf and uhf stations," Mr. Jahncke said, urging FCC to abandon "rigid and inflexible concepts" of present vhf allocation. He submitted data showing competitive position of tv networks, noting ABC has largest share of uhf stations of any network.

CBS has long opposed intermixture as placing too great burden on uhf stations in competing against vhf outlets in same markets, according to Dr. Stanton. He advocated "de-intermixture" instead. Noting "emotion which seems to have impregnated this whole issue," he pointed out "there can be no guaranty of profits" in free enterprise system.

Imposition of freeze on vhf grants would intensify vhf advantage and protect stations from new vhf competition, Dr. Stanton said. He favored de-intermixture or reallocation of assignments so any one community will be either all vhf or all uhf, with no intermixture, particularly in top markets. He contended Congress, FCC and industry should start conferring at once on de-intermixture. In meantime, he suggested, FCC might well be liberal in permitting uhf license suspensions in case of financial troubles.

Dr. Stanton listed such uhf problems as lack of circulation, with only 15% of sets tuning uhf; price spread between vhf-only and all-channel sets and propagation handicaps of uhf compared to vhf. Success of new uhf station is "exceedingly doubtful" when there already is multiple vhf service in area, he said, explaining CBS affiliation policies in detail.

Taking up proposals to solve uhf problem, he opposed plan to abandon vhf and move all stations to uhf as inevitably weakening all television, depriving some areas of all service, and endangering the quality of programs. He said idea of reducing permissible antenna heights and power of vhf stations "is cut from the same cloth as the proposal to move everything to uhf," and would damage tv as medium as well as reducing circulation.

Dr. Stanton urged excise tax relief; study of satellite stations; more liberal multiple ownership rules, allowing addition of two uhf stations above the quota of five vhf outlets. He opposed DuMont plans A and B as unwise and against public interest as well as threatening network structure. Development of color is threatened by uhf plans, he said.

BOX-OFFICE CURE-ALL

ZENITH RADIO Corp. blamed troubles of small-town tv stations on "present system of advertising supported tv" in statement to Potter subcommittee Friday.

Zenith statement asserted tv economic problem "did not center on the band in which a broadcaster found himself, vhf or uhf, but rather on the size of the city wherein he chose to set up a station." Statement added advertisers can reach 50% of tv home population by concentrating on 12 major markets, pointing out it is "uneconomic to extend programs to less heavily populated areas." Answer to problems, Zenith said, is subscription tv.

It "strongly urged," however, "that subscription tv not be confined to uhf stations, pointing out that this would be very detrimental to vhf stations."

• BUSINESS BRIEFLY

150 FOR FEEN-A-MINT • Pharmaco Inc. (Feen-a-Mint), Kenilworth, N. J., gathering availabilities for 32-week radio spot announcement campaign using spots between 7 a.m. and 5 p.m. Approximately 150 markets will be used. Schedule is slated to start Sept. 13. Doherty, Clifford, Steers & Shenfield, N. Y., is agency.

NABISCO TO K & E • National Biscuit Co.'s cereal and dog food account to Kenyon & Eckhardt, N. Y., effective Jan. 1. Media plans still undecided. Advertising of Ranger Joe Cereal Co., Chester, Pa., owned by NABISCO, will be taken over by Kenyon & Eckhardt immediately. McCann-Erickson, N. Y., will continue handling company's biscuit and cracker accounts.

FIZRIN TO COMPTON • Centaur-Caldwell division of Sterling Drug names Compton Adv., N. Y., to handle new product called Fizrin (alkalizer-analgesic). Advertiser is planning to start in test markets soon, including spot radio campaign in New York state.

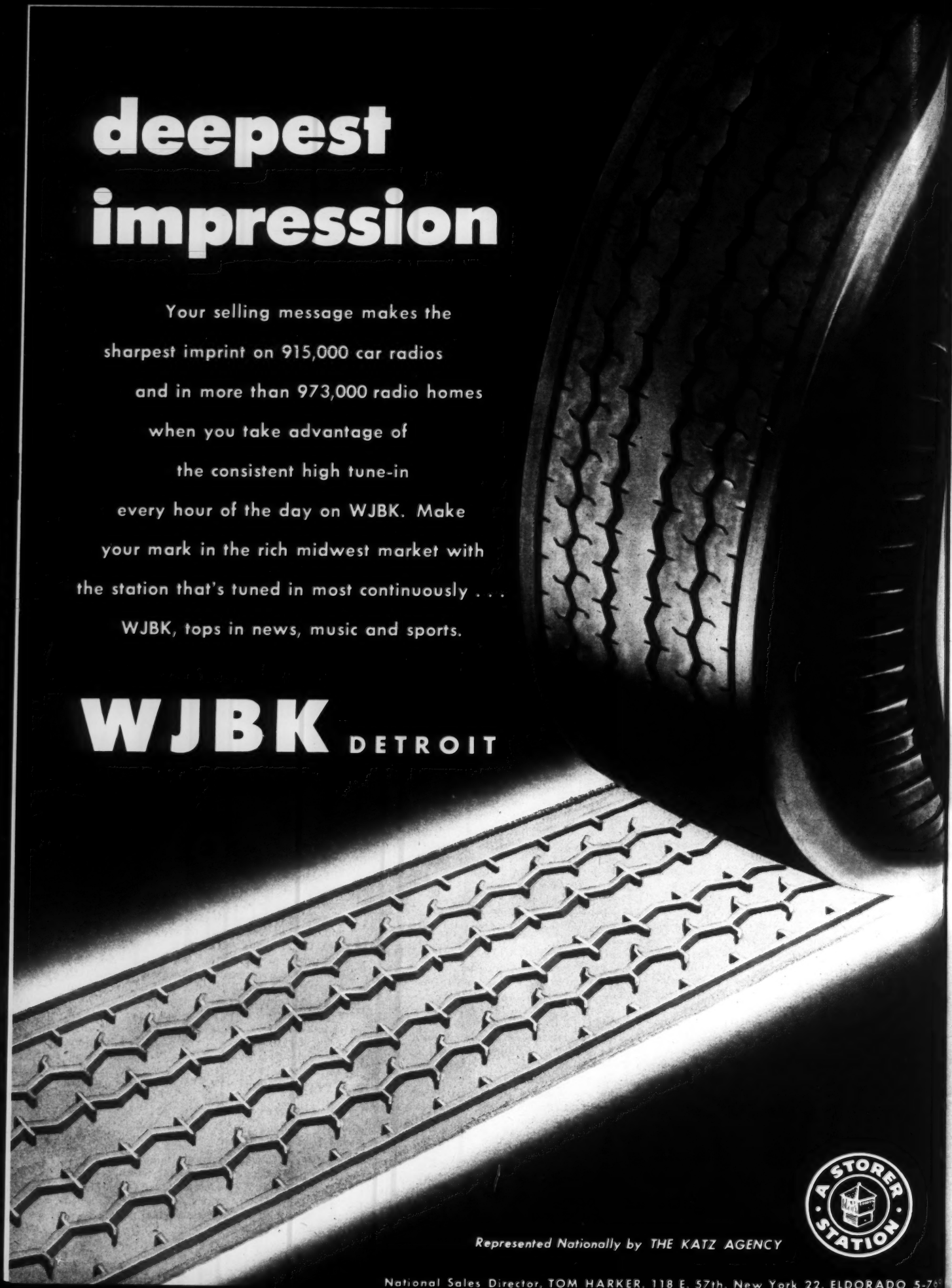
RADIO AND NEWSPAPERS • Duffy-Mott Co. (Clapps baby foods), N. Y., using unusual combination of radio announcements and newspaper ads on staggered basis to promote its price cut-back campaign in 55 markets. Newspapers kicked off June 17, with some radio markets starting today (Mon.), then staggered starting dates on June 24 and 28 with at least 16 markets to be released first week in July. Young & Rubicam, N. Y., is agency.

It's Just C&H Now

TO STREAMLINE corporate name, Calkins & Holden, McClinton, Carlock & Smith becomes simply Calkins & Holden, effective today (Monday). McClinton, Carlock & Smith are dropped in name only, and ownership and management of agency remain same.

deepest impression

Your selling message makes the sharpest imprint on 915,000 car radios and in more than 973,000 radio homes when you take advantage of the consistent high tune-in every hour of the day on WJBK. Make your mark in the rich midwest market with the station that's tuned in most continuously . . . WJBK, tops in news, music and sports.



WJBK DETROIT

A STORER STATION

Represented Nationally by THE KATZ AGENCY

National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7

at deadline

McCarthy Hearing Coverage Estimated at $10.7 Million

TOTAL network time and production cost of television and radio coverage of McCarthy-Army hearings estimated Friday at $10,763,000. Figure is based on general estimates supplied by networks and breaks down to $5,583,000 for tv and $5,180,800 for radio. Network estimates follow: ABC-TV $2,850,000; CBS-TV $1,050,000; NBC-TV $983,000; DuMont $700,000; ABC Radio $1,490,000; NBC Radio $1,994,800; Mutual $1,096,000, and CBS Radio $600,000.

With end of hearings Thursday, ABC-TV and DuMont estimated they presented 186½ hours of "live" telecasting since hearings began April 22. ABC-TV fed 71 stations, DuMont 10. Both carried hearings in entirety. Mutual reported 137 hours 20 minutes and ABC Radio 130 hours. Other networks provided filmed tv and recorded radio plus some live coverage.

FCC's Anti-Red Plan Sponsored by Sen. Wiley

SOURCE for FCC's proposed rule-making to require amateur and commercial radio operators to swear they have no communist ties [B•T, June 14] was disclosed Friday as Sen. Alexander Wiley (R-Wis.) told Senate he had been working for past year with Commission on plugging "glaring" security loopholes and was "gratified" FCC has acted.

Chairman of Senate Foreign Relations Committee and its subcommittee on espionage, sabotage and subversion, Sen. Wiley noted communists could use radio to communicate with foreign governments, setting off explosives or foiling the U. S.' own electronic defenses.

FCC proposal would make ineligible to hold license "any person who is a member of the Communist Party or any organization which has been required to register as a Communist-action or Communist-front organization under provisions of the Internal Security Act of 1950, or any organization which advocates or teaches the overthrow of the U. S. Government or the government of any political subdivision thereof by force or violence." FCC also would make eligible for license only a person of "good moral character." Person convicted of felony would be ineligible. Comments are due July 19.

WTSK (TV), WCIO-TV Sold

ONE operating uhf station and one uhf permit reported sold in transfer bids filed with FCC Friday. Ch. 26 WTSK (TV) Knoxville, CBS affiliate, purchased by South Central Broadcasting Corp., operator WIKY Evansville, Ind., for assumption of obligations not to exceed $216,000. UAW-CIO Broadcasting Corp. of Michigan sold permit for ch. 62 WCIO-TV Detroit for $100 to Woodward Broadcasting Co., owned by Max Osnos, operator Sams Inc. (dept. store). Woodward to drop bid for ch. 50, in competition with application of WJLB there.

KRIS Wins Initial Decision

INITIAL decision recommending grant of ch. 6 at Corpus Christi, Tex., to KRIS and to deny competing bid of Baptist General Convention's KWBU there was issued by FCC Examiner Gifford Irion Friday. Examiner concluded KRIS showed greater integration of ownership and operation.

DON'T TELL ANYONE

D-CON Co., Chicago, has sent letter direct to number of television stations asking for fall availabilities at local rate and pointing out that "it is our practice to buy radio and television time direct—without representatives or agency time, at the local rate." Letter, signed by Alvin Eicoff, vice president of firm, also said: "Do not send my request to your rep, as I would rather avoid any misunderstanding with either the agencies or the representatives."

TvAB to Develop Plans At New York Meeting

PLANS to put Television Advertising Bureau into fulltime action by mid-July as major promotion unit in media field will be drawn up June 28 at New York meeting of executive and planning committees, according to President Richard A. Moore, KTTV (TV) Los Angeles. Membership of 200 expected by that time, according to Richard P. Doherty, consultant to TvAB. Personnel committee now scanning field for top figure to be operating head of bureau.

Mr. Moore appointed planning committee Friday, with George B. Storer Jr., Storer Broadcasting Co., as chairman. Other members: W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; Frank P. Schreiber, WGN-TV Chicago; George B. Coleman, WGBI-TV Scranton, Pa.; Stanley Hubbard, KSTP-TV St. Paul; Robert B. Hanna Jr., WRGB (TV) Schenectady, N. Y.; Payson Hall, Meredith Stations.

CBS Rate Cut Certain

NUMBER of stations signed or verbally committed to sign affiliation contract amendments incorporating CBS Radio's reduction in evening network rates had reached 97.61% of network rate card by Friday afternoon, CBS Radio officials reported. Number necessary to put reduction into effect was 85%.

UPCOMING

June 20-23: Advertising Federation of America, Boston.
June 21: Hearing on Langer bill (S 3294) to bar alcoholic beverage advertising, Senate Business & Consumer Interests Subcommittee, U. S. Capitol.
June 21: NARTB Tv Code Review Board, Washington.
June 22: Colorado Broadcasters Assn., Colorado Springs.
June 22-23: South Dakota Broadcasters Assn., Huron.
June 23: Hearing on renomination to FCC of John C. Doerfer. Senate Interstate & Foreign Commerce Committee. Room G-16. 10 a.m. Open.
June 23-25: NARTB Combined Boards, Washington.
June 24: Indiana Broadcasters Assn., Indianapolis.

For other Upcomings see page 113

PEOPLE

JOHN T. MADIGAN, manager of special events for ABC-TV, appointed program manager of WMTV (TV) Poland, Me. (Mt. Washington, N. H.), **JOHN H. NORTON JR.,** vice president and general manager of station, announces today (Mon.). Appointment takes effect July 6. Mr. Madigan has served ABC and its predecessor, Blue network, since August 1943, initially as manager of network's newsroom and subsequently as national news editor, director of news, and most recently as manager of special events for ABC-TV.

EDWIN W. CONKLIN, assistant director of news and special events for ABC radio and television, Western Division, promoted to director of department. **PATRICK O'REILLY,** since 1951 newswriter and reporter in ABC's Western Division, named his assistant.

PAUL NORTON rejoins WGR Buffalo as announcer; **RUTH FATIN,** formerly with Buffalo office of BBDO, to WGR traffic staff; **KITTY ZAPF,** previously with WBUF-TV Buffalo continuity and traffic, named secretary to WGR sales director, and **PATRICIA BUTYNSKI,** recently traffic and account chief of WXRA Kenmore, N. Y., to WGR accounting.

EARL J. ROWLAND, Benton & Bowles, N. Y., copy department, to Sullivan, Stauffer, Colwell & Bayles, N. Y., as copywriter.

KATHRYN GRIMES, Roy S. Durstine Inc., N. Y., to Ettinger Co., N. Y.

Anti-Tv Sentiment Grows

THIRTY-SIX Senators joined as of Friday as co-sponsors of resolution to ban commercial sponsorship of televised Senate hearings in wake of McCarthy-Army telethon. Measure offered originally by Sen. Wallace F. Bennett (R-Utah), who said Senate Rules Committee will consider it within 10 days. He cited instances of product mentions during hearings, said tv caused what would have been 10-15 day hearing to take 36 days, stretched Senate dignity out of shape.

NBC-BBC Film Pool

AGREEMENT is announced today (Mon.) by NBC and BBC under which they will pool resources for exclusive exchange of news film and for cooperation on coverage in distant parts of world where one or other may have cameramen. Contract has been signed by Robert Sarnoff, executive vice president of NBC, and Sir Ian Jacob, director-general of BBC.

Delayed for Equipment

BECAUSE equipment will not be available as soon as expected, FCC Friday extended from July 1 to Oct. 1 its deadline for tv stations to comply with new restrictions on spurious transmitter emission. Amended rules require specified attenuation of upper sidebands of tv signals from 4.75 mc.

DuMont Adds Three

ADDITION of three television stations as affiliates of DuMont Television Network, raising roster to 213 outlets, announced by Elmore B. Lyford, director of station relations. Additions are: WCHS-TV Charleston-Huntington, W. Va. (ch. 8), owned and operated by The Tierney Co., affiliation effective about Aug. 1; WDEF-TV Chattanooga (ch. 12), owned and operated by WDEF Broadcasting Co., and KFXJ-TV Grand Junction, Colo. (ch. 5), owned and operated by Western Slope Broadcasting Co.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

For That Summer Campaign
USE THE
SATURATION PACKAGES
of
WSAZ
★
25% discount off
EARNED RATE ON
RUN OF SCHEDULE
ANNOUNCEMENTS
30% discount off
EARNED RATE
FOR 25 OR MORE
ANNOUNCEMENTS
PER WEEK
ON 13 WEEK FIRM
RUN OF SCHEDULE
CAMPAIGN
For further information see
THE KATZ AGENCY
or write
C. T. GARTEN

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC
WSAZ

TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

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BROADCASTING* TELECASTING

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Published Every Monday by Broadcasting Publications Inc.

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Jacksonville, Florida, with annual domestic and foreign petroleum receipts in excess of 2,250,000 tons . . . has approximately twenty petroleum distributing firms employing 1167, and an average annual payroll of more than $4,500,000!

THIS IS

JACKSONVILLE

FLORIDA...

Petroleum Center of the southeast!

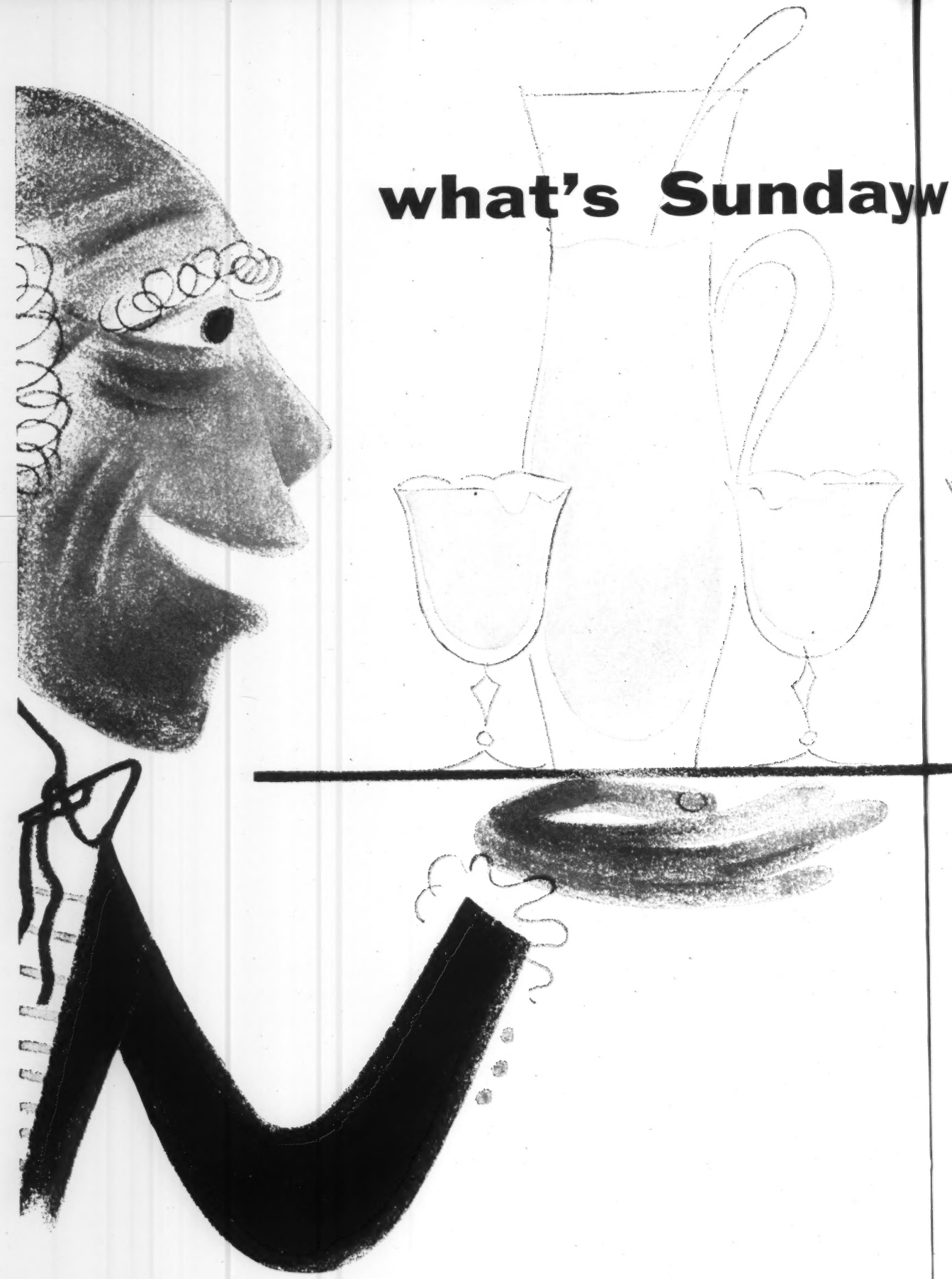
. . . WMBR is Jacksonville's most-listened-to radio station . . . and WMBR-TV is Florida's most powerful television station!

WMBR

AM · FM · TV

Represented by CBS Radio and TV Spot Sales

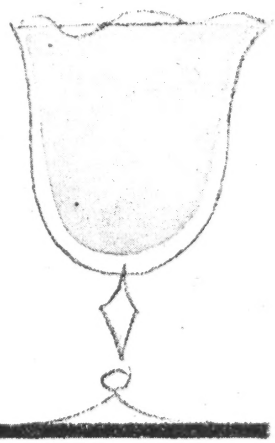
Source: Latest Pulse Reports


what's Sunday

ywithout Syllabub?

In many Virginia homes, a favorite Sunday drink is a frothy mixture of rich cream and sherry called syllabub.

Perhaps you've never heard of this tasty treat, for something well-known in Virginia may be completely foreign to, say, New York or Oklahoma.



That's why, when you want to sell something to people in any area, it pays to use a popular, local personality—someone who knows his listeners and how to talk to them.

And for reaching people locally, all of these leading stations have on-the-air salesmen who can achieve outstanding results for you.

WSB	Atlanta	NBC
WFAA*	Dallas / Ft. Worth	NBC / ABC
KOA	Denver	NBC
KPRC*	Houston	NBC
KARK	Little Rock	NBC
KABC	Los Angeles	ABC
KSTP	Minneapolis / St. Paul	NBC
WSM	Nashville	NBC
WABC	New York	ABC
WTAR	Norfolk	CBS
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WRNL	Richmond	ABC
WOAI*	San Antonio	NBC
KFMB	San Diego	CBS
KGO	San Francisco	ABC
KMA	Shenandoah, Iowa	ABC
KTBS	Shreveport	NBC
KVOO	Tulsa	NBC

*Also represented as key stations of the *TEXAS QUALITY NETWORK*

REPRESENTED BY

Edward Petry & Co., Inc.

NEW YORK · CHICAGO · LOS ANGELES · DETROIT · ST. LOUIS · SAN FRANCISCO · DALLAS

COVER

NORTH CAROLINA'S

RICH, GROWING*

"GOLDEN TRIANGLE"

WINSTON-SALEM
GREENSBORO
HIGH POINT

WITH

WSJS

TELEVISION

CHANNEL 12

* A 24 COUNTY MARKET WITH A POPULATION OF 1,303,700

(Sales Management 1954 Survey of Buying Power)

NBC

Interconnected Television Affiliate

National Representative:
The Headley-Reed Company

SATURDAY NIGHT REVUE

Network: NBC-TV
Time: Sat., 9-10:30 p.m. EDT
Stars: Eddie Albert; Ben Blue and Alan Young (on alternate weeks)
Cast: Ed Sauter, Bill Finegan, Pat Carroll, Anita Darian, Andy Roberts
Producer-Director: Ernie Glucksman
Music: Sauter-Finegan orchestra
Writers: Milton Geiger, Jack Elinson, Phil Shukin, Snag Werris, Jerry Seelin.
Choreographer: Hal Belfer
Scenic Designer: Jay Krause
Costume Designer: Grady Hunt
Tv Director: Jim Jordan Jr. (first show)
Sponsors and Agencies: Dow Chemical Co. (MacManus, John & Adams Inc.); Armour & Co. (Foote, Cone & Belding); American Chicle Co. (Dancer-Fitzgerald-Sample Inc); Lemon Products Advisory Board (McCann-Erickson Inc.); Griffin Mfg. Co. (Bermingham, Castleman & Pierce Inc.); General Electric Major Appliance Division (Young & Rubicam Inc.) and The Cudahy Packing Co. (Young & Rubicam Inc.)
Origination: Hollywood
Production Cost: Approximately $35,700 per week.

FOR A GREAT number of televiewers who chose to recreate at home on Saturday night now and then, seeing NBC-TV's *Your Show of Shows* was as much a habit as watching tv itself. The one and a half hour weekly production, which went off the air two weeks ago after a run of over four years, was a singularly pointed example of the polish and excellence of performance that can be attained in tv if the people involved give it an honest try.

Trying for all they were worth through the series' long career were Imogene Coca and Sid Caesar, a wonderfully talented comic pair who came into real prominence as television hit its stride and began to expand. They had excellent support in their guest stars and in *Show of Show's* permanent company. It was an altogether happy venture, seemingly for the cast, certainly for the audience.

When the decision was made to have Miss Coca and Mr. Caesar part company and go their separate ways, NBC was confronted with an imposing challenge: what to program in a time period previously filled by a telecast that had won a loyal audience by presenting top grade entertainment? The network's answer had its premiere June 12 with a show called *Saturday Night Revue*. Considering the impressive boots it was destined to fill the new offering held its own pretty well.

Small But Energetic

It's a variety show. There are songs, dances, group numbers and solo spots. The company is small. What some members of the cast lack in experience they make up for in enthusiasm. They are an energetic group determined to please.

Saturday Night Revue is headed by Eddie Albert who has a master's touch at putting an audience at ease. Mr. Albert does not really excel in any one phase of show business but he has acquired at least a nodding acquaintance with most of them. His chief function on the new show is that of host. His own casual approach to this business of entertainment establishes the atmosphere for *Saturday Night Revue*. Things move along at a relaxing but nonetheless steady, even pace. On the debut telecast, Mr. Albert was featured in one or two short skits in addition to hosting the show. Probably the strongest point in his evening was a ballad which he talked through most satisfactorily.

To uphold the comedy end of the new series Ben Blue and Alan Young have been engaged to appear on alternate weeks with Mr. Blue taking over for the first show. His performance ran the gamut from a fine pantomime scene of his speechless tramp characterization, Schnookie, to a very poor, disorganized skit at the end of the show built around another of his characters, Chandu, the magician. Mr. Blue will be as good as his material.

Pat Carroll is the show's comedienne. She seems to be a performer of the Cass Daly school. She did only one song on the opening show. It was a novelty number a little too supper-clubish to appeal to the wide range of tastes in a tv audience. The business that went along with the number was clever but Miss Carroll will be a more competent entertainer when she learns to control her performance.

Several dance numbers were used on the first program. The choreography was perhaps the production's weakest spot. The dancers did not appear well rehearsed either. This element may improve after they have worked together on several telecasts.

ROBERT MONTGOMERY PRESENTS

Play (6/14/54): "The Promise," first of two dramas adapted from "Great Expectations" by Charles Dickens
Network: NBC-TV
Time: Mon., 9:30-10:30 p.m. EDT
Producer: Robert Montgomery
Director: Norman Selcon
Tv Script: Dorie Folliat
Cast: Estelle Winwood, Rex Thompson, Malcolm Lee Beggs, Nina Reader, Scott Forbes, Lucy Lancaster, Ronald Long, Alister Duncan
Sponsor: American Tobacco Co.
Agency: BBDO

LAST Monday night the first of two segments of an adaptation of Charles Dickens' "Great Expectations" was presented on NBC-TV's *Robert Montgomery Presents*. This first installment, titled "The Promise," dealt only with the early impressions of Pip, a poor English youngster destined, however, for great things, who is the central character in the Dickens' novel. On June 21 the drama will reveal an older Pip, on the verge of realizing his "great expectations" in a play called "The Reality."

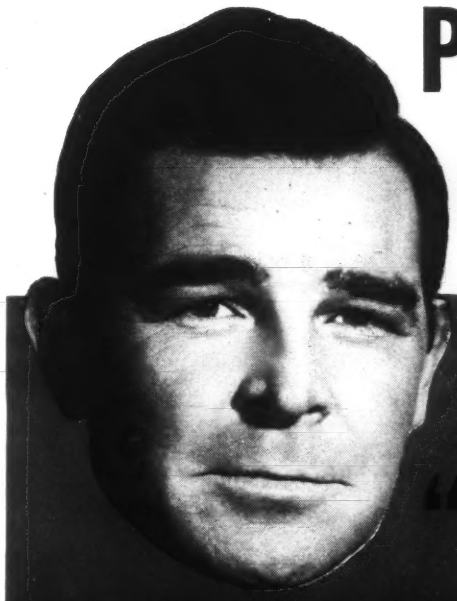
First of all, Mr. Montgomery must be complemented on his decision to have the tv adaptation of this great classic run in two parts. It would have been virtually impossible to pay correct attention to all the detail of Dickens' characters in a one-hour show. It will be difficult enough to do it in a two-hour production. But Dorie Folliat, who wrote the tv script for the first segment, did a superior job of bringing the Dickens story to life for a television audience.

In adapting Pip's early experiences with a not-so-loving sister; her husband, Joe, who would always be Pip's friend; Jaggers, the convict, whom Pip befriended, and a number of other carefully drawn characters, much condensation was necessary to meet tv's time demands. Miss Folliat showed skillful selectivity in the material she incorporated into her tv version.

Acting quality would have made little difference if the mood of the story had not been captured in the script. However, "The Promise" was wonderfully cast. The only possible flaw was in Rex Thompson's portrayal of Pip. He was a little gentleman from the start and so when his opportunity to be educated in London arrived it seemed almost unnecessary. Topping the rest of the cast was Estelle Winwood who gave a fine performance as Miss Haversham, the eccentric spinster who had been wearing her wedding dress as far back as neighborhood gossips could remember.

The play had some exceptional sets, particularly Miss Haversham's room where a table set years ago for a wedding reception had remained untouched except by the passage of time which had coated it with dust and cobwebs veiling it almost completely.

Put TV'S SMASH HIT to work FOR YOU!!!



ROD CAMERON
"CITY DETECTIVE"

Now in production

...Another full season of America's top-ranked syndicated film show! Doing a bang-up job for sponsors in over 150 markets!

★ Consistently top rated in Sponsor-Telepulse list of ten leading syndicated film shows! (Average rating: 21.2)

★ Latest top ratings—32.6 (ARB) in Dayton; 20.5 (Pulse) in Boston; 23.2 (ARB) in San Francisco; 30.9 (ARB) in Cincinnati; 28.3 (ARB) in Minneapolis-St. Paul!

★ Renewed by Falstaff Beer in 52 markets, for another great selling season!

★ Promoting Procter & Gamble's GLEEM toothpaste with spectacular ratings in leading TV cities!

★ Available in many key markets!

Phone...wire the MCA-TV office nearest you!

MCA-TV Ltd

...And now, a complete TV film distribution service for all of Canada for agencies, stations and sponsors:

MCA (CANADA) LTD. TORONTO, ONTARIO, CANADA, 11½ Richmond Street

NEW YORK: 598 Madison Avenue Plaza 5-5300

BEVERLY HILLS: 9370 Santa Monica Blvd. Crestview 6-2201 or Bradshaw 2-4211

ATLANTA: 238 Glenn Building Cypress 5358

BOSTON: 80 Boylston Street Liberty 2-4830

CHICAGO: 400 North Michigan Avenue DeSoto 7-1100

CLEVELAND: 1172 Union Commerce Bldg. Cherry 1-4070

CINCINNATI: 2700 Reading Avenue Cleveland 8140

DALLAS: 2102 North Akard Street Prospect 7500

DETROIT: 207 Book Tower Woodward 2-2020

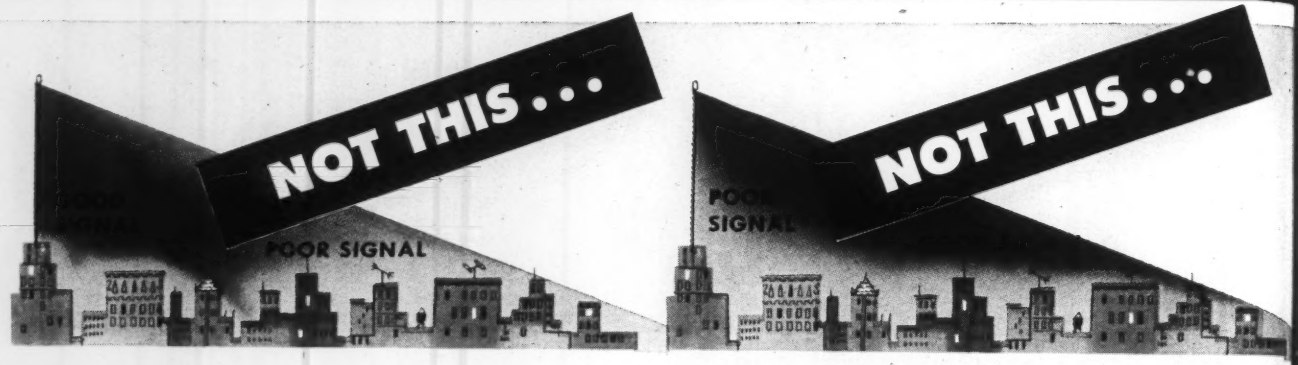
SAN FRANCISCO: 605 Market Street EXbrook 2-4025

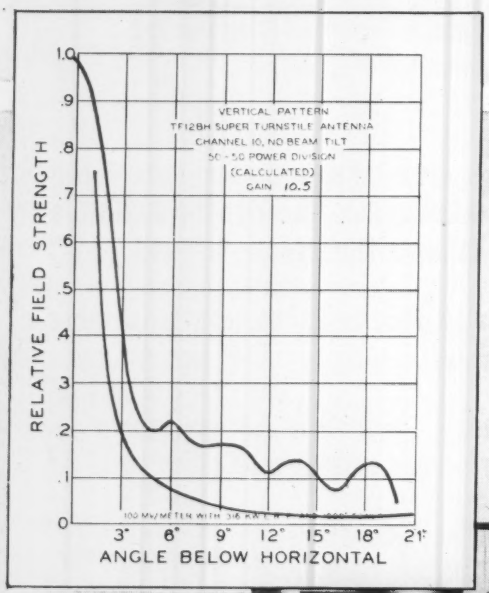
SEATTLE: 115 Lake North Atlantic 5300

BRANCH: 3138 Yonge Street, Willowdale Rhodes 2-4657

NEW ORLEANS: 1240 Canal Street Raymond 6144

How to "saturate"





Vertical Field Pattern of new RCA TF-12BH 50-kw antenna. Note complete absence of vertical nulls. Operated in conjunction with an RCA 50-kw TT-50AH transmitter, this antenna will "saturate" your service area with strong signals.

RCA 50-kw VHF transmitter. TT-50AH Now in regular production, this transmitter is the ultimate in high power for channels 7 to 13. P.A.'s operate with standard power tetrodes (obtained from any RCA Tube Distributor).

an entire service area

(CHANNELS 7 TO 13)

RCA's new 50-kw VHF transmitter, and an RCA TF-12BH Superturnstile antenna, will "flood" your service area with strong signals — close in AND far out!

Tailored to "consultants' specifications," RCA's 50-kw antenna-transmitter combination is your answer for maximum ERP *and* "saturation" coverage on channels 7 to 13.

"Rain" your signals in all directions!

No need to "beam" to reach specific areas. You get saturation everywhere—close in *and* far out. Reason: RCA's TF-12BH high-gain antenna delivers two to three times the required field strength—even in minimum signal areas. And it makes no difference whether you use an extremely high tower—or one of average height. This is the one transmitter-antenna combination that develops 316 KW ERP—*with power to spare!*

Antenna System takes full 50-kw input!

RCA's TF-12BH high-gain antenna and antenna components will take the full output of the 50-kw VHF transmitter—with a high factor of safety. Designed for pedestal or for tower-mounting, RCA antennas withstand windloads of 110 miles, and more. A unique switchable feed system enables you to switch power from one part of the antenna to another QUICKLY—an important advantage that will keep you on-air during an emergency.

A 50-kw VHF System—completely matched!

RCA can supply 50-kw systems matched precisely for peak performance—from antenna, transmitter, transmission line, fittings, tower, r-f loads, wattmeters, and diplexers—to the hundreds of individual components required by the carefully planned station plant.

Qualified planning help is vital!

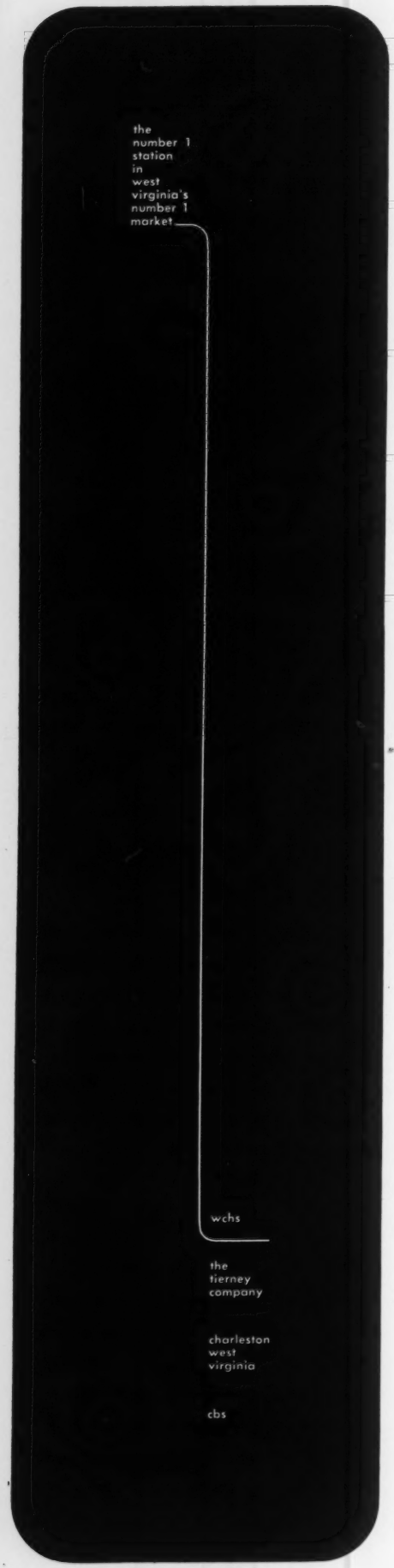
For experienced assistance in planning a transmitter-antenna system that will literally "blanket" your service area with strong signals, call your RCA Broadcast Sales Representative. *He knows systems-planning from A to Z.*

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RCA

RADIO CORPORATION of AMERICA

CAMDEN, N.J.



Who's to Blame?

EDITOR:

It is certainly a sad commentary on the state of the radio industry and those who are in it when a fine agency such as N. W. Ayer & Son includes in its buying guide to bottlers of the Charles E. Hires Co. the statement: "Also, when stations know they are competing for your business, they tend to work a little harder for the order and may even cut prices, which is certainly to your benefit" [B•T, June 7]. We in the broadcasting industry should certainly not blame the advertiser or the agency for taking this attitude, but the entire blame is on us, as broadcasters, if we allow ourselves to get in such a position.

Let's hope some day we wake up to the fact that rate-cutting not only hurts our profits, but also hurts every person in the broadcasting business.

C. T. Garten, Station Manager
WSAZ Huntington, W. Va.

No Knights Needed

EDITOR:

Someone in your office has been good enough to send me, through the Committee for Cultural Freedom, a clipping from your issue of June 7, headed "Norman Thomas Slated for Facts Forum Shows."

It is quite true that I agreed to appear on *Answers for Americans* on June 20, when, I believe, the question concerns the difference between Socialism and Communism, a matter of deep importance to me. I have never made my complete approval of a newspaper, magazine, radio or tv program a condition of my own appearing on it, if the circumstances and the subject were otherwise suitable. I shall not begin with Facts Forum.

But I haven't changed my mind about the Forum and most emphatically I will not debate its merits or demerits over the air except with Mr. H. L. Hunt himself or someone who can speak with complete authority. One of the richest men in America is no distressed damoisel, who needs to be championed by Victor Lasky or any other volunteer knight errant of the air waves.

Norman Thomas
New York

Lesson for Networks

EDITOR:

It isn't, either, "curiouser and curiouser", as your editorial of June 7 says it is.

It's "normaler and normaler" . . . for networks, I mean.

Consider this simple chain of logic:

1. Price levels are determined by supply and demand. The supply of radio time greatly exceeds the demand. Therefore price structures crumble.

2. Therefore, the problem boils down to diminishing the supply (perish forbid!) or increasing the demand.

3. It is normal for any business to lose customers from time to time, just due to routine turnover in circumstances. This constant loss must be constantly replaced just to stay even with yourself.

4. Most normal businesses keep opening up new customers and new fields by establishing a *much higher* sales expense ratio for new business than for established business. In the main, network accounting does not provide for the necessary great differential.

5. Therefore, since networks are unwilling to spend the large sums necessary to add new customers, they are forced to confine their sales efforts to the customers of other competitive networks . . .

Suppose the networks should say to themselves, "Other media have business from mattress manufacturers. We don't, but we should. Let's get some." Suppose further that it could be estimated that networks could get an annual revenue of $1,000,000 from mattress manufacturers if they were sold on the value of network advertising. Suppose the profit margin on such added business was estimated to be 20% and suppose the networks would be willing to spend one year's profit margin to solicit the field. That would be $200,000 to spend on sales solicitation of mattress manufacturers.

Wouldn't such a budget make quite a difference in the amount of sales effort devoted to the mattress industry? It would permit ads in mattress trade papers, direct mail to agencies, manufacturers, district offices, wholesalers, and so on. It would permit research. It would permit sales calls on key personnel in the field and with frequency.

It might even get some business for the networks, and although they wouldn't make money on the added business the first year, they would be in good condition to make money after that.

Isn't that the basic method used by the mattress manufacturer himself when he wants to open up new markets for mattresses? What's so different about the problem of opening up new markets for network advertising?

Murray Carpenter, Owner
WTWO-TV Bangor, Me.

[EDITOR'S NOTE: Mr. Carpenter was media director on the Procter & Gamble account at Compton agency before entering the station management field in 1945.]

EDITOR:

May I say a hearty "Amen" to your editorial "Who's Selling Whom?" in the June 7 issue of your magazine. Your editorial should be required reading for every network official who has anything to do with setting of rates.

Arthur L. Higbee, Manager
KSUB Cedar City, Utah

Youthful Enthusiasm

EDITOR:

I am a boy, 13 years old. I am a subscriber to your fine magazine, B•T. I plan to make radio my life's work, and with the help of B•T I learn much about the fascinating field of radio and television. . . . I wrote to tell you what a fine job you do in putting out this weekly trade magazine. It shows hard work, a determined effort and an ever striving goal to please the readers . . .

Ronald Eckel,
Plainfield, N. J.

Last Straw

EDITOR:

Please change our set count figure from 44,650 to 44,651 due to the attached story which appeared on the front page of the *Shreveport Times* . . .

Carol Vinson
Promotion Manager
KSLA (TV) Shreveport, La.

[EDITOR'S NOTE: Miss Vinson sent along this story: "Here's an unusual and bewildering development. Miss Patsy Johnson, 1523 Clanton Street, says her radio-phonograph combination has been picking up television programs for the last week . . . Miss Johnson says the radio no longer picks up any of the radio programs but apparently carries on the dialogue from television programs. She says her one regret is that it does not carry the pictures, too."]

In the nation's most densely populated market area, 89%* of Rhode Island families own TV sets . . . 31 percentage points above the national average of 58%!

Southern New England TV sets tune to Channel 10 for our live-local programs . . . 17 daily, Monday through Friday! Channel 10 local talent won 1st and 3rd place in *T.V. Guide's* all New England popularity contest.**

** (1,098,189 sets in our area)

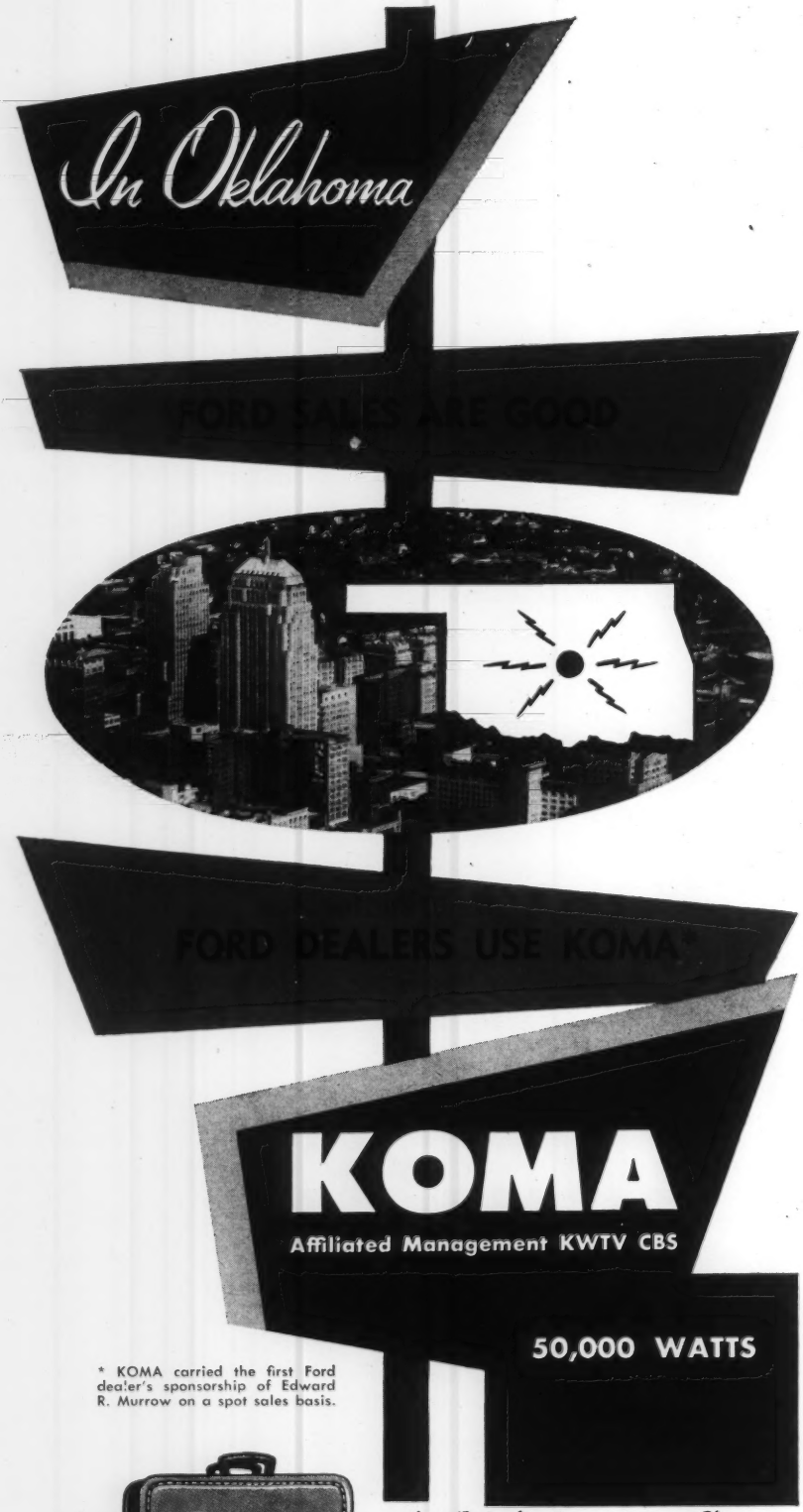
* Nielsen study report, courtesy of CBS TV Research Dept.

NBC-BASIC
ABC-Supplementary
Dumont-Supplementary

WJAR-TV

CHANNEL 10 PROVIDENCE

National Sales Representatives — WEED TELEVISION


In Oklahoma
FORD SALES ARE GOOD
FORD DEALERS USE KOMA*
KOMA
Affiliated Management KWTV CBS
50,000 WATTS
* KOMA carried the first Ford dealer's sponsorship of Edward R. Murrow on a spot sales basis.
the Sales-am of Oklahoma City
REPRESENTED BY
AVERY-KNODEL, INC.

DAVID WERMEN

on all accounts

THE FIRST venture of David Wermen into the advertising field was as an office boy at age 16. He was so fascinated by the business that he remained with the same agency for 34 years, eventually to become a partner in the Feigenbaum & Wermen Advertising Agency in Philadelphia.

Born in Philadelphia Nov. 27, 1904, Mr. Wermen attended public schools in Philadelphia and Atlantic City. While still in high school he met Harry Feigenbaum. At that time, Mr. Feigenbaum, who is a former department store advertising manager, had a small advertising agency which young David used to visit after school. When Mr. Feigenbaum moved to a larger office in 1920 he hired David as an office boy and all-round assistant. Twenty-one years later Mr. Wermen became one of the heads of the agency, which now employs 24 people.

Feigenbaum & Wermen was one of the pioneers in radio advertising in Philadelphia, and always recognized the importance of radio for the local advertiser. At one time, practically all of the agency's accounts were using radio time. In 1938 the agency signed for 30 quarter hours time in one week on WFIL Philadelphia, the largest WFIL local radio sale to that date.

Among the agency's radio and tv accounts are Arrow Store (started radio advertising in 1939, has been on the air continuously since then), the Renuzit Home Products Co. (started radio advertising in 1938, has grown to a multi-million dollar business through the use of homemakers programs), Yankee Maid frankfurters, Hardwick and Magee rugs, Grabosky Bros. (Royalist and Amerada cigars), King's wine and Bunting Glider.

Mr. Wermen believes that the important thing for the local advertiser on a limited budget is to get frequent repetition of the advertising message. By using B and C time on radio, frequent repetition is possible and best results can be obtained for the advertiser without too great a cost. Says Mr. Wermen, "We are certain that radio provides plenty of selling power and advertising impact per dollar spent. Early morning and daytime radio has particularly proven itself for many of our clients who have been using the medium for years and are still using it very profitably today."

Mr. Wermen and his wife, the former Harriette Goldman, live in Wynnefield. Their son, Marvin, is production manager of the agency. Mr. Wermen is a member of the Radnor Valley Country Club, Philadelphia Men's Apparel Assn. and B'nai B'rith. His hobbies include golf and fishing.

Your Basic Buy In Iowa

KRNT — **CBS in DES MOINES**

FIRST — **IN 61 OUT OF 67**
HOOPER-RATED PERIODS!

FIRST — **IN SHARE OF AUDIENCE!**
Morning . . . Afternoon . . . Evening
48.8% 50.4% 41.8%

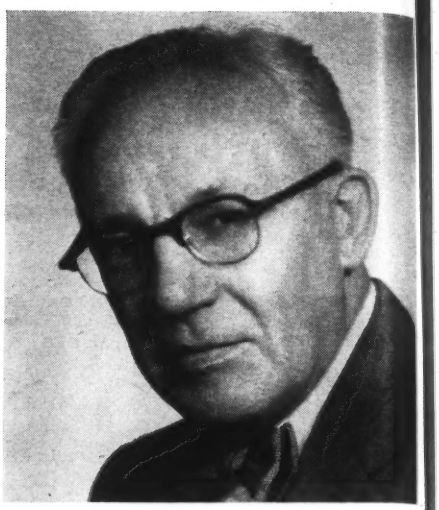
You buy more than just time when you buy KRNT-CBS in Des Moines. Sure, you get the station which is first in 61 out of 67 Hooper-rated periods . . . the station which is first in share of audience morning, afternoon, and evening. But you get something more when you buy KRNT — you buy that easy-to-see mark of a champion. KRNT is the station with the stars . . . the station Central Iowa depends on for news . . . the showmanship station affiliated with KRNT Theater, world's largest legitimate theater . . . in short, the Know-How, Go-Now station in Des Moines.

Represented By The Katz Agency

KEDD
WICHITA KANSAS
NBC • ABC
97
97% OF THE WICHITA TV AUDIENCE SEE TELEVISION AT ITS BEST ON KEDD
KEDD
CHANNEL
16
WICHITA
KANSAS
REPRESENTED BY
Edward Petry & Co., Inc.

our respects

to GEORGE JOHN PODEYN



IF THE HISTORY of commercial radio broadcasting were to be epitomized in the career of a single man, no better person could be chosen than George John Podeyn.

George Podeyn started in commercial radio at its inception, in March 1923, by taking a new kind of job, that of selling time on the air, for WEAF New York, then owned by AT&T (now NBC's WNBC).

The previous summer—August 28, 1922, is the historic date—Queensboro Corp. had become radio's first sponsor by buying 15 minutes on WEAF to talk about some apartments in suburban Jackson Heights. A few other advertisers had tried the new medium, but not many, and AT&T decided it was time to hire a salesman just to sell time on WEAF.

So young Mr. Podeyn made his first radio "first" by becoming the medium's first time salesman.

In those days, a radio salesman didn't just sell time, he had to sell the programs as well, which usually meant he had to have a program ready for the advertiser when he called on him. Mr. Podeyn recalls the noon he met a team of singer-comedians in a restaurant near WEAF's headquarters at 195 Broadway and before the week was out had them on the air (at $100 a show, plus $10 for an accompanist) as the Happiness Boys, radio's first comedy team, sponsored by the Happiness Candy Co.

There were the *Golddust Twins*, first program to bring a trademark to life on the air; the *Atwater Kent Hour* (which George Podeyn sold in a single call on Mr. Kent); the *Wonder Bakers*, first program with a singing commercial (which he isn't sure today is something to recall with pride or to try to forget). There was the Thornton Fisher sportscast for United Cigar Stores, ten minutes a day, six days a week, radio's first across-the-board program, whose sponsors received radio's first frequency discount "and I almost got fired for giving it," Mr. Podeyn recalls.

And there was the first radio program with a theme song, the Clicquot Club Eskimos, with the sparkling banjo music of Harry Reiser.

In 1926, AT&T turned WEAF, the network and George Podeyn, radio sales manager, over to the newly-formed NBC. In 1927 NBC sent him to San Francisco as Pacific Coast manager to get network radio started there. The next year he moved to Chicago to repeat the process there as NBC Western manager.

He had hardly gotten settled in Chicago, however, when William H. Johns, president of George Batten Co., got in touch with him to admit that he (Mr. Johns) had been wrong about radio and to ask Mr. Podeyn to come back to New York to organize a radio department for the agency. Part of the agreement was that none of the regular advertising budget of any Batten client was to be used for radio, all radio advertising to be financed by additional appropriations. In the first year, the radio department billed more than $1 million, all new money, as stipulated.

Mr. Podeyn left BBDO in the early 30's to become sales manager of the first transcription company, National Radio Advertising.

When the depression got too deep for this pioneering transcription venture, George Podeyn returned to the agency field, with Fuller & Smith & Ross and Street & Finney (where he scored another first by putting Carter's Little Liver Pills on the air). Then it was back to recordings with World Broadcasting System.

Leaving World in the late 30's, Mr. Podeyn became national sales manager of the Texas State Network, with headquarters in New York. He had sold Blackett-Sample-Hummert on the idea of recording their daytime serials for rebroadcast on TSN when NBC and CBS blocked the deal by saying "No." This refusal led Elliott Roosevelt, TSN president, to organize, with B-S-H support, a new national network that would permit the recording of its commercial programs for supplemental use.

More than 100 stations were signed as affiliates of Transcontinental Broadcasting System; AT&T had installed the necessary lines and two Bowl games were scheduled for the TBS inaugural on New Year's Day 1940. Then, on Dec. 31, 1939, a postponement was announced.

Hugh Jay Brennan, owner of WJAS and KQV Pittsburgh (he sold KQV when the FCC duopoly rule went into effect) and of WHJB Greensburg, Pa., had helped to organize TBS. When TBS finally was abandoned without a single program getting on the air, Mr. Brennan suggested that Mr. Podeyn manage WHJB.

"I accepted and it's the best move I ever made," Mr. Podeyn told B•T. "We're running a radio station in Greensburg just as we did 30 years ago at 195 Broadway and with about the same components. We train our own people. The salesmen do their own writing. It's radio in its finest sense."

So, George Podeyn, born in New York City (March 12, 1890) and a pioneer in the development of commercial radio there, now lives the life that many of his fellow radio pioneers dream about, operating a profitable radio station in a friendly small community. With his wife, the former Fannie Catherine Hogan, and their museum-calibre collection of antique furniture, he occupies a house built in 1800, almost the oldest in the region, restored to its original condition largely through his own labors. He devotes much of his spare time to writing a history of the area as, in his words, "a small down payment for the privilege of living here."

ONE offer of a free Harvey comic book on Junior Carnival, Sunday—May 2, 1954 from 5 to 6:00 PM, brought 5879 postcard and letter requests. Here is the county breakdown:

NEW YORK

BRONX	675
KINGS	1392
NASSAU	464
NEW YORK	455
ORANGE	5
QUEENS	868
RICHMOND	93
SUFFOLK	175
WESTCHESTER	146
	4273

CONN.

FAIRFIELD	146

NEW JERSEY

BERGEN	245
ESSEX	376
HUDSON	230
MERCER	9
MIDDLESEX	113
MONMOUTH	83
MORRIS	30
PASSAIC	107
SOMERSET	9
SUSSEX	5
UNION	253
	1460

TOTALS

NEW YORK 4273 + NEW JERSEY 1460 + CONN. 146 = **5879**

. . . for availabilities—phone or write

N. Y. BArclay 7-3260 N. J. MItchell 2-6400

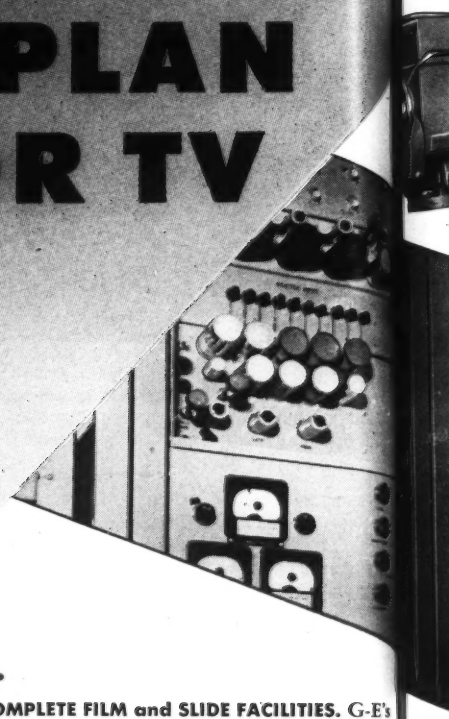
watv channel 13

TELEVISION CENTER
NEWARK, NEW JERSEY

REPRESENTED BY WEED TELEVISION CORP.

New! Practical! Economical!

PYRAMID PLAN FOR COLOR TV



Here's how to take color TV *in stride* at your station. Here's how to capture any part of the rainbow you want and have it fit your purse perfectly. The G-E *Pyramid Plan For Color* applies to all broadcasters—small or large alike—because it stair-steps equipment facilities...because it stands for realistic color telecasting.

With G-E Chromacoder systems you enjoy not only exceptional performance but maneuverability on remotes...stable operation ...and greatly reduced maintenance costs. Only with G-E do you stand a chance of converting black & white cameras to color application—a tremendous potential saving. For film or slide facilities, nothing on the market today approaches General Electric's inherent quality.

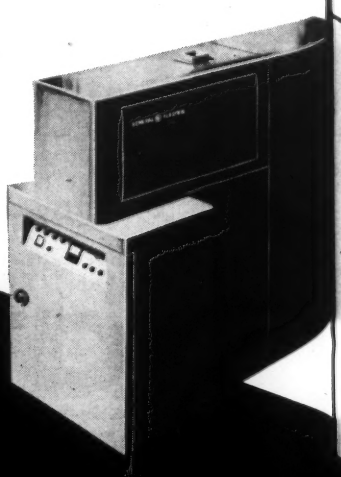
Add up all these advantages and you'll decide to *plan your color future with General Electric.*

2.

COMPLETE FILM and SLIDE FACILITIES. G-E's basic slide scanner was designed for integrated use *with one or two* continuous motion film scanners. The complete combination occupies just 32½ square feet of floor space. Here is the ultimate in versatile equipment for local commercials and film programming in full color.

1.

NETWORK COLOR and SLIDE COMMERCIALS. Step one requires low cost conversion of existing transmitters. New G-E units will incorporate the color provision. If you've progressed to this point and corrected your transmitter already, G.E. makes it easy to telecast local commercials with an exceptional 2" x 2" color slide scanner and scanner channel.



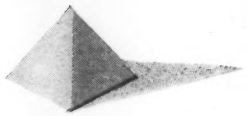
Write for FREE information...

Take steps now to have the G-E Pyramid Plan For Color presented to you. Call our local field representative and chalk up a first in color for your station. Or, write: *General Electric Company, Section X264-7, Electronics Park, Syracuse, New York.*

In Canada, write: C. G. E. Electronics, 830 Lansdowne Avenue, Toronto.

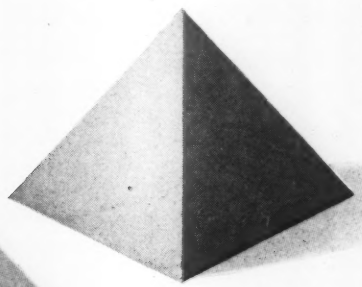
4.

CONVERT B & W CAMERAS or ADD NEW UNITS. Yes, many present black & white cameras can be converted for color use. Only General Electric's Pyramid Plan permits this saving. New channels...added *as you need them*...round out the finest color picture on the horizon today.



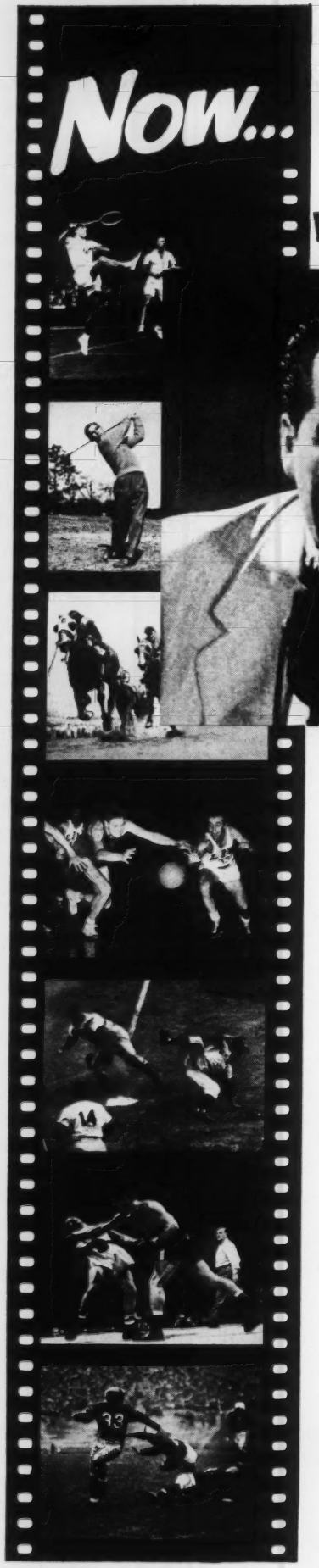
3.

LOCAL COLOR PROGRAMS. The G-E Chroma-coder, Encoder, and one camera channel put you in high gear when your station is ready to broadcast local color shows. At this level the practical economy of General Electric's planning for your color future is readily apparent.



Progress Is Our Most Important Product

GENERAL ELECTRIC



Now... TV's greatest sports show

with Harry Wismer and the week's top sports events on film

The famous INS-Telenews weekly sports film service.. **THIS WEEK IN SPORTS** . . . in a spectacular new format making a hit from coast to coast. TV stations in over markets have already joined the bandwagon — and mo are climbing aboard daily.

Harry Wismer, noted sports commentator, now narrates th action-packed, quarter-hour TV film program and, in addi tion, does a personal "on-the-scene" filmed interview wi sports celebrities in the news.

It's another significant and important programming advanc by **THIS WEEK IN SPORTS**, which since 1948 has set the pace in the TV field a the finest sports film service available anywhere.

Shipped each Tuesday, it is ready to roll upon receipt with a completely voice and scored review of the week's major sports events, plus Harry Wismer's specia interview.

THIS WEEK IN SPORTS is sold exclusively to one station in each market for releas upon receipt. It can also be broken into daily clips for integrated use with live loca sports telecasts.

In addition to direct local sales in many cities, **THIS WEEK IN SPORTS** is currentl being sponsored by General Tire and Rubber Co. dealers in a daily-increasing list o markets from coast to coast.

Write, wire or telephone now for rates. Our realistic price policy makes it TV's big gest and best sports "buy". And now is the time to join the bandwagon when publi interest in sports is at its height.

THIS WEEK IN SPORTS is one of the top-rated, prize-quality Telenews news film services for television, which also include the Telenews Daily and Telenews Weekly.

INTERNATIONAL NEWS SERVICE

(EXCLUSIVE DISTRIBUTORS OF TELENEWS NEWS FILM SERVICES)

Robert H. Reid, TV Sales Manager - 235 E. 45th St., New York 17, N. Y.

BROADCASTING TELECASTING

June 21, 1954 Vol. 46, No. 24

TV'S ECONOMIC FATE LIES IN HANDS OF POTTER GROUP

Five-man Senate subcommittee must determine whether it will legislate on the uhf problem. It has before it radical proposals presented by uhf spokesmen and counter testimony from vhf'ers. Best bet seen is Congressional request that FCC introduce greater 'flexibility' into allocation procedures. Hearing resumes Monday (today).

THE ECONOMIC fate of television—newest and most dynamic of the information media—reposed uneasily last week with a five-man Senate Subcommittee on Communications, faced with determining whether it should intercede legislatively in the field of broadcast allocations Congress has delegated to the FCC.

Radical proposals for a new freeze, elimination of intermixture of uhf and vhf in the same markets, eventual removal of all tv to uhf, licensing of networks, cutting-back of vhf facilities to single market coverage, and even outright subsidies for distraught uhf operators, were before the subcommittee. These were resisted by vhf spokesmen along with an FCC majority.

Only on one major point was there agreement: that Congress should eliminate the 10% excise tax on all-band receivers and uhf conversion devices, to encourage manufacturers to turn out such equipment and thereby enlarge uhf "circulation." Indeed, there were strong indications that the subcommittee promptly will appeal to the appropriate committees of Congress to rush through the Johnson Amendment to afford this relief.

Subcommittee's Course

While no statements were forthcoming from subcommittee members who had heard more than a solid week of testimony over a span of a month, it was thought unlikely that the subcommittee would inject itself into highly complex allocation matters. But there was the likelihood it would importune the FCC to introduce greater "flexibility" into its allocation procedures and give every possible consideration to means of improving the status of the uhf operators.

It was clear that immediate emphasis would be placed upon encouraging all-band sets through elimination of the excise tax.

Moreover, there was the prospect that officials of the Radio-Electronics-Television Mfrs. Assn. would be called in by Chairman Charles E. Potter (R-Mich.) and urged to do everything within reason to step up all-band set production.

By late afternoon Friday the case-in-chief was before the subcommittee, with the exception of testimony by the last remaining major witness, NBC.

Two other networks, ABC and CBS, presented their cases Friday afternoon. DuMont was heard at the original session four weeks ago.

Chairman Potter recessed the hearing at the conclusion of testimony by Frank Stanton, CBS president, and announced it would be resumed Monday at 1 p.m. The Monday session will be started with testimony by NBC. After that "rebuttal" arguments will be heard.

As tentatively scheduled last Friday, the following will appear in the Monday rebuttals: for the uhf group seeking Congressional intercession, Benedict P. Cottone; for the voluntary vhf group, W. Theodore Pierson; for herself (in favor of the uhf pleadings) Frieda B. Hennock, and for the FCC majority, Chairman Rosel H. Hyde.

The case then would be in the bosom of the committee. Chairman Potter planned to call the subcommittee together at the earliest practicable date, but with the full committee to meet this Wednesday, to hear John C. Doerfer on his renomination for a new seven-year term on the FCC, it was expected the subcommittee would not get together until later this week or next.

It is expected the subcommittee, at some stage of its consideration, will invite the full FCC to deliberate with it, in view of the complexities of the proposals. The fact that Congress is shooting for a July 31 adjournment makes it a race against time.

Subcommittee members include Chairman Potter; Sens. Andrew F. Schoeppel (R-Kans.); Eva Bowring (R-Neb.); Lester C. Hunt (D-Wyo.) and John O. Pastore (D-R. I.).

The Witness List

PRINCIPAL witnesses who testified at last week's uhf hearing and the days they appeared were as follows:

Tuesday afternoon: Raymond F. Kohn, WFMZ-TV Allentown, Pa.; Melvin A. Goldberg, Uhf Industry Coordinating Committee; Thomas P. Chisman, WVEC-TV Hampton-Norfolk; Leon Green, KNUZ-TV Houston; Philip Merryman, WICC-TV Bridgeport, Conn.

Wednesday: Rep. John E. Moss Jr. (D-Calif.); J. Howard McGrath, Edward Lamb radio-tv properties; Irvin M. Kipnes, Beachview Broadcasting Corp.; A. Earl Cullum Jr., consulting engineer; Franklin C. Salisbury, KSTM-TV St. Louis; Harold E. Fellows, NARTB; Harry Tennenbaum, WTVI (TV) Belleville, Ill.; Noran E. Kersta, WFTL-TV Fort Lauderdale, Fla.; Raymond M. Wilmotte, consulting engineer; Gordon Brown, WSAY Rochester, N. Y.

Thursday: George B. Storer, Storer Broadcasting Co.; W. Theodore Pierson, attorney; Armand L. Hunter, WKAR-TV Lansing, Mich.

Friday: Mayor David L. Lawrence of Pittsburgh; D. Lennox Murdoch, KSL-TV Salt Lake City; Hulbert Taft Jr., WKRC-TV Cincinnati and WTVN (TV) Columbus, Ohio; J. Leonard Reinsch, Cox stations; Lewis C. Tierney, WCHS-TV Charleston, W. Va.; John W. Guider, WMTW (TV) Poland Springs, Me.; Allen M. Woodall, WDAK-TV Columbus, Ga.; Frank Stanton, CBS-TV; Ernest Lee Jahncke Jr., ABC-TV.

The ponderous task of collating and analyzing the pages of testimony and of drafting a preliminary report for the committee's consideration is in the hands of Nick Zapple, Interstate Commerce Committee's communications expert. He has been the motorman in the handling of the proceeding.

An indication of the volume of information that the Potter Committee has assembled is the size of the transcript. As of last Thursday night, the record was 1,471 pages long. The probability was that it would total 2,000 pages

ENTERING the uhf hearing room, Chairman Charles E. Potter (R-Mich.) (2d from l) exchanges comments with (l to r) J. Leonard Reinsch, managing director of the James M. Cox radio-tv stations; Joseph E. Baudino, vice president-general manager of Westinghouse Broadcasting Co., and Nicholas Zapple, communications specialist for the Senate Interstate & Foreign Commerce Committee.

before the hearings ended.

The two network spokesmen who appeared Friday expressed somewhat divergent views, but each was opposed to the Bricker Bill (S 3456), the proposal for licensing and regulation of the networks.

A more detailed summary of network testimony appears in AT DEADLINE on page 7. Briefly, the individual positions of the two tv networks appearing were:

CBS—Opposed inter-mixing of uhf and vhf, abandonment of vhf or reducing vhf antenna heights and power. Said vhf freeze would intensify vhf advantage. Advocated de-intermixture, or reallocation so any one community will be either all vhf or all uhf, especially in top markets. Urged excise tax relief on sets, study of satellites and addition of two uhf to five-station ownership limit. Witness—Frank Stanton, president.

ABC—Feared uhf may suffer same fate as fm sooner than expected in intermixed markets; urged excise tax relief on sets; revision of multiple ownership rule so vhf owners may acquire uhf stations; favored boosters and satellites; opposed freeze. Witness—Ernest Lee Jahncke Jr., vice president and assistant to the president.

The subcommittee spent three full days on the status of uhf last month [B•T, May 24]. With the hearing expected to extend through Saturday, the total will be 7½ days.

Highlights of last week's hearing:

• Unanimous opposition by vhf spokesmen to the uhf presentation.

• Testimony by W. Theodore Pierson, attorney representing the vhf group, that all four networks are recording increased billings and that uhf operators must be prepared to assume losses longer than they believed.

• Recommendation by George B. Storer that FCC be more flexible both in its allocations table and in its multiple ownership rule, thus giving uhf a shot in the arm. Mr. Storer looked for a "market-by-market" consideration.

• Harold E. Fellows, NARTB president, called for moderation in seeking any remedial action. To him the two big problems are better program service and greater circulation of all-channel receivers.

• Cutting back of vhf service would inflict a penalty on the viewer, particularly in rural areas, according to WBEN-TV Buffalo (see story, page 36).

• Vhf spokesmen presented detailed figures to show they lost money—and lots of it—on the way to presenting service to the public (see box, page 29).

• Westinghouse President Chris J. Witting warned the subcommittee in a statement of the dangers of governmental interference (see story, page 39).

• Raymond F. Kohn, WFMZ-TV Allentown, Pa., said uhf operators wanted more corrective regulation, not more regulation.

• Other uhf broadcasters amplified arguments which had been made in the first phase of the hearing last month.

The day-by-day resume of the hearing:

KEY WITNESS in the uhf hearing last week was George B. Storer (r), president of Storer Broadcasting Co. John Poole (l), attorney, and John E. McCoy, secretary of the Storer firm, accompany him.

Tuesday Afternoon

Raymond F. Kohn, president-general manager of WFMZ-TV, operating on ch. 67, led off the list of witnesses Tuesday afternoon and explained that uhf broadcasters "are not here asking for more regulation but corrective regulation."

Presenting detailed exhibits on the practical effect of vhf coverage on uhf stations under the allocation plan, he argued intermixture of vhf and uhf channels in the same market "is not working now and cannot work." Of 33 states, he said, all have eight or less cities assigned vhf channels. "If uhf television does not develop," he explained, "33 out of the 48 states must be content to be served by 8 or less vhf cities each—165 cities will be all that can bring service to 70% of the states of the union. By comparison, there are uhf channels assigned to 681 cities and towns in these same 33 states."

Unless uhf survives, he argued, tv will be limited to 12 vhf channels and a monopoly condition will ensue. If tv remains vhf only, he explained, of the nation's first 115 markets, only six markets will have at least four vhf stations assigned (5.2% of the total 115 markets while 25 markets (21.7%) will have only three vhf channels. Of the total, 19 markets (16.5%) will have no vhf assignment.

Mr. Kohn offered a three-point plan as a solution, illustrated by charts: (1) Set new power and antenna height requirements for vhf stations "looking towards confining the influence of each signal to roughly its own metropolitan district area"; (2) reallocate certain existing vhf assignments, such as excess in New York City or Los Angeles, shifting them to more logical service points, and (3) gradual evolution of all tv stations to uhf through a five-year period. He found only 85 uhf asignments are necessary to replace vhf in the same market while an additional 81 uhf assignments would allow competitive three and four-station assignments in those cities.

Melvin A. Goldberg, research consultant to the Uhf Industry Coordinating Committee, offered analysis of the earlier economic report on vhf-uhf stations in 1953 by FCC Chairman Rosel H. Hyde [B•T, May 24] and industry studies on network affiliation history, rates, hours and coverage.

He concluded that "only by establishing a single system of television with equal and comparable facilities available to all stations that seek to serve the public can you assure at least an opportunity for the widest choice of programs and a healthy competitive system." He decried the trend toward what he described as a monopolistic, two-network service.

Mr. Goldberg contended network service is vital to station success and set conversion.

He noted pre-freeze vhf pioneers, despite high losses, had time and the networks on their side. Of 66 pre-freeze stations on which data were available, he cited, "the elapsed time between the date a construction permit was granted and the date the station began operation averaged 21.6 months. In two cases the elapsed time went as high as 45 months."

In December 1950, Mr. Goldberg stated, when all of the pre-freeze stations but one was on the air, "more than half had affiliations with two or more networks. . . . Today, despite the substantial increase in the number of stations that have come on the air, we still find more than half of these pre-freeze stations receiving programming from two or more networks."

Few vhf stations "with unlimited power," Mr. Goldberg contended, "leads to limited service to the public . . . and monopolistic practices." The latter leads to "exhorbitant profits," he said, citing that in 1953 seven pre-freeze stations made more than 200% on the cost of their broadcast property, "even after including all additions and improvements." One even did 300%, he said.

Noting the multi-million dollar sales of vhf stations, Mr. Goldberg observed that "in addition to engulfing" them with their super-power and coverage, and intermixture, and producing a scarcity of programming, the pre-freeze vhf stations also drain off 95% of all advertising dollars and leave 5% for all of the remaining stations."

Thomas P. Chisman, manager and part owner of ch. 15 WVEC-TV Hampton-Norfolk, Va., basic affiliate of NBC, reported the large-scale promotion of uhf set conversion sponsored there by the station and the network at a cost of more than $100,000 has been successful. "After about seven months of operation, we have lost in the neighborhood of $100,000," he said, "but we believe we have made great progress; we are now making money."

NBC Shows Uhf Confidence

Mr. Chisman told the committee he was satisfied NBC has shown "complete confidence in the ultimate success of uhf stations."

Only one big "if" exists in the uhf picture, he said. "Uhf cannot be sold short in one part of the country without being sold short throughout the country. If we had made a million dollars from uhf, we still could not stand idly by and play ostrich while uhf, as a system of television transmission, was permitted to die."

The WVEC-TV manager protested the use of "phantom cities" to squeeze additional vhf channels into existing markets, citing efforts of another uhf outlet in the Norfolk area to have ch. 13 added at nearby Princess Anne,

Va., "a literal crossroads, in effect marking the place on an automobile map where two roads meet."

Mr. Chisman knew of no immediate cure for uhf, but urged that color be restricted to uhf as a conversion incentive. Intermixture is the error, he said, and should not be repeated in color. As to earlier views local radio stations can compete with the big outlets, he noted the same radio set can get all am stations without conversion. Mr. Chisman said he is against cutting vhf coverage as an aid to uhf, because of the service loss to the public.

Leon Green, part owner of ch. 39 KNUZ-TV Houston, charged that although the allocation plan may sound good in theory, it has not worked out in reality. He asked the committee to "take notice of the fact that the two major networks . . . have now reached the point in their monopoly where they have a life or death strangle-hold on television stations—both vhf and uhf."

His six-point plan of remedy: (1) freeze new vhf grants and allocations, (2) require location of transmitter sites near the principal city where assigned (3) allow studios only in the city where the channel is assigned, (4) remove excise tax from uhf sets (Sen. Johnson's bill), (5) adopt Sen. Bricker's network regulation bill and (6) begin a reallocation proceeding to eliminate inequalities between vhf and uhf where they are in competition with each other.

Putting part of the blame for uhf's plight upon the set manufacturers, Mr. Green also observed: "I don't need to call attention to the fact that one of the major networks is a subsidiary of a company which is probably the largest manufacturer of tv sets. If that network had really intended that its network programs should be seen on uhf stations as well as vhf stations, it should not have had too much trouble persuading its parent to manufacture only all-channel receivers."

Merryman States Views

Philip Merryman, onetime director of facilities developments and research for NBC and now president-general manager of ch. 43 WICC-TV Bridgeport, Conn., said he does not believe in artificial support but the allocation plan does not afford equal opportunity for competition, resulting in "intolerable monopolistic conditions."

The problem began, he asserted, when FCC mixed up its principles of priority basing the allocation system. Priority No. 2, to provide at least one local service for all the people, should have preceded No. 1, to provide at least one service to all people, he contended.

The witness said he plans to continue WICC-TV on the air "regardless of losses," which would be made up from radio profits. However, he noted, the "monopoly effect" in vhf is now reaching radio as notices have been received from advertisers they are dipping into their radio budgets to pay tv's high network rates. He cited Cashmere Bouquet soap, Veto, Bab-O and Lipton Tea as examples of accounts dropping radio to pay tv bills.

Mr. Merryman said a sponsor of the *Jackie Gleason Show* on CBS-TV once ordered WICC-TV but CBS refused because the station was not an affiliate and the network claimed coverage of the area through its key outlet in New York, 50 miles distant. Mr. Merryman said CBS told him WCBS-TV New York put 60 dbu into Bridgeport, a highly industrial area, and the network commented, "We feel this is an adequate signal."

The witness introduced trade advertisements of high power vhf stations claiming coverage "not of just areas, but states." He cited the claim of WSAZ-TV Hungington, W. Va., to coverage of three prime trading areas, five states and 114 counties.

Mr. Merryman's recommendations for immediate relief: (1) FCC should rescind its rule against

The Vhfs Recall Their Leaner Days

Months and years of severe losses were the price paid for pioneering in vhf, and the v's wonder why a fuss is raised about the price of pioneering uhf.

VHF DOLLAR loss was matched against uhf dollar loss by the vhf broadcasters who appeared before the Senate Communications Subcommittee last week.

The vhf group wanted to show how they also lost money in the days they pioneered television, emphasizing that the experiences of the uhf broadcasters are neither unusual nor new.

Among those who presented data were Chris J. Witting of Westinghouse; George B. Storer of Storer Broadcasting Co.; D. Lennox Murdoch, KSL-TV Salt Lake City; Hulbert Taft Jr., WKRC-TV Cincinnati; J. Leonard Reinsch, WSB-TV Atlanta and WHIO-TV Dayton; Lewis C. Tierney, WCHS-TV Charleston, W. Va.; John W. Guider, WMTW (TV) Poland Springs, Me. Mr. Storer also referred to Crosley Broadcasting Corp. in his testimony. Summaries appear below:

Mr. Witting said that Westinghouse, "along with other pioneers, in the early days of radio and again in the early days of television faced exactly the same problems being presented to the Senate Subcommittee by uhf protagonists. The problem then and now is an adequate number of sets in the hands of the public and attractive programming which the advertising industry is willing to support."

Westinghouse said its pioneer vhf experience at Boston, where it operates WBZ-TV, "is typical." Although investment was about $1 million, "we operated at a loss from sign-on in June through the balance of 1948 and all of 1949 for a total in excess of $300,000. This loss was not recovered until October 1950. We had faith in the future of the industry."

To call another freeze at this time is too late, Westinghouse said, because the bulk of the industry is either on the air or authorized to construct and only about 100 new stations are awaiting disposition of the hearing procedures.

"Furthermore," WBC argued, "many of those awaiting final orders must be in the same position as we are. In the Portland, Ore., tv hearing now awaiting decision, our expenses were over $270,000 and we have frozen risk capital of $1,015,000; in the Pittsburgh tv hearing now underway our expenses to date are over $180,000 and we have frozen $3 million of risk capital pending a final decision. A freeze at this time would fatally injure many applicants."

Mr. Storer: "When our company determined to enter television broadcasting in 1947, we borrowed $1,800,000 from banks to finance construction of three television stations. This sum represented very nearly the entire capital and surplus accumulated by our company over a 20-odd year period. Moreover, to secure this financing, I was required personally to endorse the company note. Our first station went on the air in Toledo on July 1, 1948, followed by Detroit on Oct. 24, 1948, and Atlanta on March 8, 1949. As of Dec. 31, 1950, we had accumulated operating losses in Toledo of $234,000, $147,000 at Detroit and $226,000 at Atlanta. At Toledo, regular operating losses continued for 18 months; at Detroit, for 11 months; and at Atlanta, for 21 months. It was not until 1951 that our television operating statement showed black ink, and we believe our experience was fairly typical of the experienced radio broadcaster who then pioneered the new vhf television service."

He continued:

"Since removal of the freeze, there have been 17 television stations which commenced operations and which subsequently terminated their service and surrendered their licenses. Three of these stations were in the vhf band, the remainder in uhf. I call the attention of the subcommittee to the fact that only one of the 17 operated for as much as 12 months, and that the average abandoned operations after five or six months, and several of them after only two or three months. I strongly suspect that lack of adequate financing for pioneering television service was responsible for most of these fatalities, and I think it fair to compare this experience with the average period of operating losses 18 months or more which most of us in vhf endured. I point out further that in some cities, notably New York and Los Angeles, the red ink still flows for certain pre-freeze vhf operators.

Mr. Storer said: "Crosley (Broadcasting Corp.) is a capable and experienced radio and television operator. It owns three pre-freeze television stations in Cincinnati, Columbus and Dayton, Ohio. Nevertheless, Crosley is still operating in the red in Atlanta and we are informed has had only two months in which it showed a very small profit." Figures he presented were $294 for one month, about $1,000 for the other month.

Mr. Murdoch: Cost of equipment, land, studios, etc., $828,800. Total loss 1949-52, $384,190. Net profit 1953, $65,000.

In seven months of operation in 1949, lost $68,508—or average of $9,787.04 monthly. In 1950, lost $127,207.54—or average of $10,600.62 monthly. In 1951, lost $132,-511.40—or average of $11,042.61 monthly. In 1952, lost $55,962.88—or average of $4,663.57.

Mr. Taft: In addition to original cost of putting WKRC-TV on the air, which was not given, spent $274,732.93 and have ordered an additional transmitter at cost of $146,050. Anticipate spending another $200,000 for color tv. From April 1, 1949, to February 1951, sustained operating loss of $518,-448.97, including depreciation. Cash loss was $397,266.82. WTVN still is losing money.

Mr. Reinsch: Capital investment plus operating losses prior to 1951, more than $2 million. Both stations cost $1.25 million to build, and "several hundred thousands" more before profits. WHIO-TV cost $660,-000 to build and was $1 million all together by September 1950 when it turned the corner.

Mr. Tierney: Due on air July 15 at cost of $825,000—most of which has been expended.

Mr. Guider: Due on air this summer. Already spent $200,000, and committed for additional $500,000.

use of directional antennas for allocation purposes, thereby allowing WICC-TV to use ch. 6; (2) the Small Business Administration should relax its rule against extending relief to companies engaged in public communication to extent of taking first mortgages; (3) removal of set excise tax; (4) support of FCC's proposed rule to eliminate exclusive area affiliations between networks and stations, and (5) FCC should present a new allocation plan using only uhf. Long range: (1) color tv should be restricted to uhf; (2) existing vhf stations should be allowed to operate companion uhf outlets. He also asked for a three-year depreciation write-off for tax purposes of undepreciated vhf equipment for each vhf electing to add uhf and urged that mileage separation requirements for adjacent channel operation be eliminated.

Wednesday Morning

Rep. John E. Moss Jr. (D-Calif.), representing the district embracing Sacramento, appeared in opposition to pleas of uhf outlets for a freeze on new vhf construction. He cited the economic losses that would ensue and the continued lack of program choice in his area, where ch. 40 KCCC-TV renders the only primary service.

Rep. Moss said 53% of the 220,000 families in the Sacramento area have invested $35 million in tv, but many families still are not buying because of the desire to wait until a local vhf outlet goes on the air, giving program choice. Chs. 3 and 10 have been in hearing before FCC and initial rulings issued, he indicated.

The Congressman reported an estimate that $30 million in new sets would be sold there within a year after the first vhf station begins broadcasting. "This huge potential investment is important," he said, "not only to television dealers and repairmen in my area, but also to the national economy."

The advertising service available through two more competetive stations also is worth considering, Rep. Moss said, noting KCCC-TV will not be injured because of the wide uhf set circulation in the market.

J. Howard McGrath, former U. S. Attorney General and counsel for Edward Lamb and his radio-tv properties, told the subcommittee Mr. Lamb is able and willing to take financial risks in uhf but cannot due to delay on his applications because of another pending investigation (story page 84). Mr. Lamb believes "thoroughly" in uhf, he said, but does not favor stifling vhf in order to make uhf succeed.

Indicating network programming incentive to set circulation is the problem cycle for uhf, Mr. McGrath attacked the FCC practice of making overnight "dropout" and merger grants in vhf as contributing to vhf's virtual monopoly."

Sen. Shoeppel here interjected, "We have been getting lots of criticism" on the dropout-merger issue and asked the witness if he thought the policy of dropout grants "looks right." Mr. McGrath replied, "It does not."

'All the Blame'

Mr. McGrath said FCC shouldn't get all the blame for this practice, noting, "As was so eloquently pointed out by Comr. Hennock, the Congress, too, because of its frequent insistence on 'quickie' grants, must share the responsibility for the resultant evils."

Respecting the "malicious merger practice," Mr. McGrath recommended the Justice Dept. Anti-Trust Division be required by statute to investigate "thoroughly" any merger and to furnish FCC with an opinion before the Commission issues a grant.

Mr. McGrath charged the "slow, strangling and sometimes arbitrary and capricious procedures" of the FCC itself have contributed to the "stagnation and decline in growth of the uhf industry," outlining the background of the Lamb case before FCC. Mr. Lamb, aside from ch. 12 WICU (TV) Erie, Pa., has bids pending involving his ch. 23 WMAC-TV Massillon-Akron, Ohio, and to purchase ch. 47 WTVQ (TV) Pittsburgh. He also is applicant for ch. 11 at Toledo where he owns WTOD and ch. 9 at Orlando where he owns WHOO.

Irvin M. Kipnes, secretary of Beachview Broadcasting Corp. contestant for ch. 10 at Norfolk, charged a new freeze on vhf would be unjust to both viewers and those who have patiently waited action on their vhf bids for so many years. Beachview, which has some $200,000 invested in tv to date, has been seeking vhf there since 1948, Mr. Kipnes related, a time when others were unwilling to risk even vhf and were returning vhf permits and withdrawing bids "rather than incur the loss which we were willing to assume."

"We do not feel that this committee should cut the throat of the vhf broadcasters to give uhf a blood transfusion," he asserted. "The broadcasters—and others—who went into uhf did so with their eyes wide open. In markets which were intermixed with vhf and uhf the choice was simple, clearcut: Apply for vhf and become involved in a prolonged, complicated and expensive proceeding; or apply for a uhf facility and receive a quick grant."

ARMAND L. HUNTER, professor and director of tv development, Michigan State College, told the subcommittee about educational tv and its relation to uhf.

Mr. Kipnes held that those who chose uhf "did so in the belief that, while the vhf applicants were tied up in hearing, they could secure a competitive advantage by promoting conversions and developing a loyal listening audience. Some have been successful, others have not, for various reasons. For these broadcasters now to come before you with the request that they be made whole at the expense of others in inequitable in the extreme—they come with unclean hands."

The witness charged too many uhf operators spent "vast amounts of money on lavish studios, earmarking an infinitesimal amount for programs and promotion." He cited one suspended uhf in a fringe market 40 miles from a vhf city, which has asked for relief, that after six months of operation did not own a camera to air local talent, news or sports. "How on earth . . . can uhf succeed under these conditions?" he asked.

Favoring excise tax relief for uhf, Mr. Kipnes urged that the committee's other actions to aid uhf be "corrective, not punitive."

A. Earl Cullum Jr., consulting engineer who has represented both vhf and uhf clients, took to task those uhf stations seeking relief by commenting, "they either want vhf for themselves or they want to abolish vhf."

Mr. Cullum presented an outline of technical differences between vhf and uhf as background for vhf's greater coverage over uhf.

In every case where a client wanted to get on the air earlier by picking uhf, he said, "I advised very strongly against it where there was or would be adequate vhf service." Other counsel did the same, he said, explaining "my advice was based on a studied opinion that, in a competitive market, it was essential that the greatest possible service be rendered by a television station and that it was very doubtful that a station without extended service would be able to compete economically with superior services." He continued:

> Under our system of broadcasting, I believe that ultimately the cost of operation of a television station and the return on the investment must come from the public in the form of acceptance of advertised products. The advertising cost, which includes the costs of the television facility, is beneficial if it creates a sufficient increase in the market so that other savings exceed the advertising cost. This requires a wide base relatively low cost advertising medium with good public acceptance.
>
> Wherever the unit costs are too high, or the coverage is inadequate, television is not an economical medium whether it is vhf or uhf. That this is true is witnessed by the number of vhf stations that have suspended operations, or have decided against commencing operation. It is also borne out in the profit and loss statements of stations in large metropolitan areas, such as New York and Los Angeles. There, there are so many competing services that some stations do not have a sufficiently wide audience appeal. Some 50% of the stations in those two cities are actually losing money.

Wide Area Coverage

> On the basis of the engineering facts, wide area coverage by single stations is possible only with vhf. In certain areas where the terrain is relatively smooth, uhf stations can serve the principal city approximately as well as vhf stations. Beyond a rather limited radius, however, uhf service has difficulty in competing with vhf which can provide service to much greater radii.
>
> The populations residing at distances of 50 to 100 miles from metropolitan areas having television services can look only to two main sources for television service. Either they must depend upon the service from vhf outlets in the metropolitan areas, the only wide range service available, or they may develop local outlets.
>
> It was for this latter purpose in part that it was necessary to add allocations for uhf channels. Where there is demand, economic justification and suitable terrain, local uhf outlets will provide a satisfactory service. In the rural areas, however, without sufficiently large population centers the only hope of receiving television service comes from an augmented vhf service. Furthermore, in metropolitan areas having rugged terrain large segments of the population can only receive satisfactory television service through the use of vhf.
>
> At the present time there is a certain limit to the number of stations throughout the country. This is not a matter of regulation, in fact most allocations are not used, but a matter of economic fact. . . .
>
> As the industry grows experience and study will result in reduction in the cost of providing a television program service for both vhf and uhf. Technological factors are also at work here, which over the years will have their effect. . . . The major contribution, however, will probably be made by the ingenuity of station management and program personnel in devising simple, yet effective program sources.
>
> A combination of the above factors should lead to a television service which will gradually increase the total number of stations over the foreseeable future.

Mr. Cullum chided members of the Uhf Television Assn. for calling themselves tv "pioneers." He continued, "the truth of the matter is that many uhf telecasters who are in direct competition with vhf stations are not pioneers, but are instead gamblers. The real pioneers of the television industry are the pre-freeze vhf stations which started television when no one knew if it would be economically feasible and also those vhf and uhf telecasters who are now attempting to provide service to rural communities of limited size."

He asked, by name, if each director of the

Uhf Television Assn. and his station is interested in "the rural viewer or in his own competitive situation?"

Mr. Cullum's reply to the specific remedial actions asked by the uhf group follows:

(1) A hiatus is requested for a minimum of 90 to 180 days. This is obviously a stall and a hope that a new freeze will be instigated lasting indefinitely and eliminating competition to certain uhf telecasters. Such a new freeze would be a gross injustice to the people of many of our major cities such as, Boston, Pittsburgh, St. Louis, Milwaukee, and others where there is today either inadequate television service or where an adequate number of services is only available if the public invests additional dollars in their television sets. It is also an injustice to the applicants in cities such as the above who are now involved in hearings. . . .

(2) A transfer from vhf to uhf is requested. Such a proposal would not provide additional service but would provide less service. It is my firm belief that such a transfer can only result in major areas of the country not receiving adequate television service. Furthermore, in those portions of the country where adequate service would be available the public would be taxed more than one billion dollars [set conversion] for no better service and in many cases poorer service than they are now receiving. . . .

(3) As a "first step" the elimination of intermixture of channels has been requested. In view of the fact that intermixture does now exist, any change to avoid intermixture would result in making many vhf-only receivers obsolete, or would require greater additional outlay by the public. The result would not be improved service and in many cases would result in inferior service. In fact, although it might be possible to eliminate intermixture within cities, there would always be intermixture in the areas between cities. . . .

(4) Mandatory regulation of networks and other program sources is requested. I cannot help but believe that in the long run the network problem is one of economics. If a network of uhf stations could produce the same viewing audience for the same cost, its existence would depend upon its ability to perform a service. In general a group of uhf stations cannot reach the same audience for the same cost. Any regulation of networks which requires that they affiliate with inefficient uhf stations can only result in additional costs which ultimately must be borne by the public. . . .

Franklin C. Salisbury, counsel for and stockholder in ch. 36 KSTM-TV St. Louis, contended intermixture is the crux of the uhf problem because it causes monopoly conditions favoring vhf. Relating historical facts of the St. Louis market and suspension of uhf there, he pointed out that two different types of transmission in the same area is like different guages for the same railroad system, a transportation problem that faced our nation in earlier days and which was solved by adopting one gauge.

Mr. Salisbury asked that intermixture be eliminated by making channels all vhf or all uhf in the same market, allowing a five-year transition period to amortize existing receivers.

Now that KWK St. Louis has been granted ch. 4 as the second vhf outlet in the area, another uhf station will lose its network affiliation, he said. KSTM-TV has been notified by ABC that its affiliation will cease in six months, Mr. Salisbury reported.

Wednesday Afternoon

Harold E. Fellows, president of NARTB, was feature witness Wednesday afternoon.

Essentially, Mr. Fellows' statement was a plea for moderation in considering remedies for the situation in which many uhf stations find themselves.

There are two outstanding problems, Mr. Fellows said. One is to secure "more adequate and attractive program service for all television stations to garner larger listening audiences," and the second is to seek means to put all-channel receivers in the hands of the public.

Mr. Fellows said that the FCC should not be blamed for allocating first in the vhf band, because vhf then was the only technically proven band.

NARTB has no simple answers to suggest, Mr. Fellows said. "Our own long and careful study of all of the factors involved has convinced us that there is no tailor-made panacea to cure all of the present and anticipated ills."

However, there are certain considerations which should be taken into account, Mr. Fellows said. These are:

(1) Extension of tv throughout the U. S.; (2) extension of multiple choices to as many as possible; (3) use of both vhf and uhf in order to "provide desirable flexibility in matching television service with the varying locations and situations of the people"; (4) the economics of television impose limitiations on the ability of small cities and rural areas to sustain tv operation with the same degree of local service to which the public is accustomed in radio; (5) manufacture and sale of all-channel receivers must be encouraged; (6) vhf-uhf disparities are being equalized through technical developments; (7) additional sources of tv programming are on the horizon ("rapidly-expanding competitive film library services, and the projected use of video-tape").

Compares Media's Growth

Mr. Fellows traced the rise of radio broadcasting, from 956 am stations in 1945, some 23 years after commercial radio was launched, to 2,686 stations today. He compared it to the 108 stations on the air in 1948, when the freeze was imposed, to the 377 stations on the air today.

It took radio 30 years to serve 98% of the families, Mr. Fellows stated. In less than nine years, tv already serves 63% of the families in the nation, he said.

He traced the economic pattern of pre-freeze television stations [B•T, May 3] to show heavy losses suffered by early vhf stations.

Among others appearing Wednesday afternoon were:

Harry Tenenbaum, WTVI (TV) Belleville, Ill. (St. Louis) on ch. 54, asked for an immediate freeze and "complete study of the present allocations system" with particular reference to intermixture of vhf and uhf channels in the same markets.

Maintaining that WTVI would continue in operation despite the odds, Mr. Tenenbaum stated that he found present available power "adequate to do a thorough coverage job in the St. Louis area." He related the activities of his station in building conversions, said there were 250,000 uhf sets in the 600,000-set St. Louis area.

This means, he said, that St. Louisians have spent more than $25 million in order to receive uhf.

WTVI is a basic DuMont affiliate, Mr. Tenenbaum related, and has a per-program agreement with CBS. The station also carries major sports events, including the St. Louis Cardinals 77 away-from-home games. He said Anheuser-Busch had spent $250,000 to put the Cardinals on WTVI.

The uhf station's stockholders put $828,000 in cash into the station, Mr. Tenenbaum stated. The station owes $250,000 in equipment notes, he said. Total losses since inception have been "slightly under $400,000," Mr. Tenenbaum said. of which more than half have been sustained since operation began. Mr. Tenenbaum said $85,000 was used in uhf promotion. He also referred to $200,000 spent on a 12 kw transmitter last December, "despite the fact that we were heavily in the red."

WTVI reached the break-even point in May of this year, Mr. Tenenbaum declared.

Statements that uhf losses should be compared to early vhf losses are "odious, unfair and dishonest," Mr. Tenenbaum said. Early vhf pioneers were working "from the bottom up," he said, and the station owner could see day by day improvement. This is not the case with uhf, he asserted.

As the uhf audience in St. Louis increased, national business paradoxically decreased, Mr. Tenenbaum said.

He also struck out at what he called "quickie" grants, and attributed the recent mergers in St. Louis (ch. 4) and Milwaukee (ch. 12) to fears that the Senate committee might propose remedial action.

Noran E. Kersta, WFTL-TV Fort Lauderdale, Fla., uhf ch. 23, called for the end of intermixture and some control over the number of network affiliations one station may have.

Satellite Stations Advocated

If the elimination of intermixture cannot be accomplished, Mr. Kersta said, then uhf should be favored with permission to use satellite stations to cover areas to which it would be entitled if it had 1,000 kw power and 1,000 ft. antennas (the maximum permitted by the FCC, but not attainable at present).

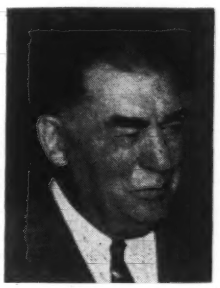
Mr. Kersta, who at one time was NBC director of television, said that since the middle of January network traffic and national spot business each have been reduced 25%.

A "realistic" reappraisal of television allocation in terms of market and population areas instead of city populations must be accomplished, Mr. Kersta said.

Details of the system of "polycasting" which he submitted to the FCC at the time of the 1949 hearing were suggested to the Senate subcommittee by Raymond M. Wilmotte, Washington consulting engineer. Polycasting is the

Crazy Mixed-Up Channels

THE FCC made an "insane" decision when it decided to mix uhf and vhf channels in the same city, Sen. Edwin C. Johnson (D-Colo.), senior Democrat on the Senate Commerce Committee, said last week.



SEN. JOHNSON

In a speech to the National Community Television Assn. in New York, the Colorado senator said that "the regulating agency made the insane decision to mix uhf and vhf as a child might attempt to mix oil and water and the FCC still stubbornly maintains that its original decision is correct."

Sen. Johnson went on:

"The Commission put together a mixed system. It entered two horses in the race; one a thoroughbred with breeding lines which showed it could run a long race superbly well; the other electronically fit, but hobbled by the big boys with monopoly in their hearts. Already the eggs have been scrambled and the omelette is on the way to being fried. Once you start down Niagara Falls you do not retrace your steps. So the Commission clings to the hope that by some miracle the jockey on the second horse will push him into running a dead heat."

Both uhf and vhf television "in their original aspects" were big city systems, Sen. Johnson said. No community of 25,000 or less could make them pay, he said. He also said that hills and topography limited the reception of tv signals. "Satellite stations in uhf positively are not the answer," he said.

name given by Mr. Wilmotte to his plan to cover large metropolitan and rural areas with several low powered stations instead of single high powered stations.

Gordon Brown, WSAY Rochester, N. Y., testified that he feared uhf television would follow the pattern of fm. He called for network regulation and for legislation to permit rebroadcasting of network programs by stations other than affiliates. This is a subject which Mr. Brown has pursued for many years. He also suggested the use of boosters and satellites, but would insist they be owned separately from the "mother" station.

Thursday Morning

During the Thursday morning session, there was a decided turn in testimony as the subcommittee swung into the vhf phase of the hearing.

The broadcast industry's tv pioneers, highlighted by testimony of George B. Storer, president of the Storer Broadcasting Co., took the stand to outline in broad terms the financial distress of the vhf operator when first he got started in tv.

Mr. Storer noted that uhf now is suffering from the type of economic pains which beset vhf. And, he reminded, some vhf broadcasters still are losing money.

He said "more than 95% of our revenues is derived from the operation of radio and television stations. . . . I believe our company is the only multiple owner which is wholly independent and unrelated by ownership to major interests in the network, manufacturing, newspaper publishing or motion picture fields."

Storer stations include WSPD-AM-TV Toledo; WWVA Wheeling, W. Va.; WAGA-AM-TV Atlanta; WGBS Miami, Fla.; WJBK-AM-TV Detroit; WBRC-AM-TV Birmingham, Ala.; KGBS-AM-TV San Antonio.

To show how the SBC operation does not count all its revenue chickens from network business, Mr. Storer filed with the subcommittee figures which show the bulk of revenues coming from the sources with percentages as follows: National spot, 45% radio, 42% tv; local advertising, 42% radio, 31% tv, and network, 13% radio, 27% tv. A Storer exhibit also revealed the company plowed back into its stations more than 75% of its earnings over 26 years of broadcasting.

Mr. Storer echoed sentiment in the industry that a concrete and immediate relief to uhf specifically and to all tv operators in general would be removal of the 10% Federal excise tax on video sets. He said there is no doubt

COME ahead of time for seats, come late and stand, was the rule at the uhf hearing before the Senate Communications Subcommittee last week. Early birds awaiting the Wednesday morning session (l to r): front row, Robert Price of Pierson & Ball, law firm representing the vhf group; P. A. Sugg, ch. 4 WKY-TV Oklahoma City; Edward Baughn, ch. 20 WPAG-TV Ann Arbor, Mich.; David and Jerry Fink, Wespen Tv Inc., contestant for ch. 4 at Irwin, Pa. (Pittsburgh); second row, Noran E. Kersta, ch. 23 WFTL-TV, and Comdr. Mortimer W. Loewi, ch. 17 WITV (TV), both Ft. Lauderdale, Fla.; Neal McNaughten, RCA; Pieter E. van Beek, Zenith Radio Corp., and Fred W. Albertson, Dow, Lohnes & Albertson law firm.

Mr. Storer urged that FCC abandon what he called the "inflexibility" of its tv policy (both in allocations and multiple ownership rule) and decide questions of ownership and channel transfer on an individual case basis.

Mr. Storer was highly critical of FCC's policy toward multiple ownership, pointing out the case history of his company which had to limit its proposal to add tv to radio to only five of its am outlets because of the five tv ownership limitation. Thus, Mr. Storer in effect took the position that FCC's policy stifles the development of combined radio-tv operation.

He said: "From a business point of view, combined radio-television operation under the same management and control is a natural development. It permits and creates definite advantages in terms of cost duplication and integrated service to the community.

"We will never understand why it was in the public interest that we be permitted to serve seven communities in radio, yet be limited to five cities in television."

Mr. Storer told the subcommittee that for his company: "broadcasting is our business." "that the inclusion of all channel tuners in home television receivers is the ultimate answer to the uhf coversion problem, and however this result may be achieved it is clearly of vital importance to the growth and development of the uhf service."

Points in Mr. Storer's presentation:

1. FCC has acted wisely and with a "singular degree of understanding and intelligence" in its provision of a nationwide tv service based upon its study during the "freeze" period.

Responsibility to Audience

2. Neither Congress, FCC nor the broadcasters can "break faith with those millions of people who enjoy" tv service as it now exists.

3. Vhf television service is technically superior to uhf. Therefore, the public has the right to receive the best service possible. Need of uhf in each individual community (and measure of economic support available) will govern its future.

4. Flexibility in FCC's allocation rules and licensing policies would make more effective and diversified use of vhf and uhf channels. Such a policy should be initiated at once.

5. Allocation of vhf channels for noncommercial educational use should be re-examined in the light of present need and a cut-off date should be fixed beyond which all educational channels not in use would be released for commercial purposes.

Mr. Storer saw too many problems entering any wholesale turnover of vhf to uhf. Among them: Legal agreements entered into by vhf applicants who merged their interests; the public's investment in tv sets "probably exceeding $6 billion"; the question of tv receiver obsolescence—many sets can remain operating for some years.

In his testimony, Mr. Storer also stressed that the future of uhf service can be answered only on a market by market basis, depending upon the size and economic structure and limitations of each community or area served.

The formula of good programming, effective promotion and new home receivers available for public purchase which were successful in Storer's vhf operation should prove equally as successful for uhf, he said. Fatalities in both uhf and vhf will continue, he said.

Storer Would Enter Uhf

He also reminded that the Storer firm intends "if Commission rules permit, to pioneer in the uhf service also." Citing factual material, Mr. Storer said he could not see "why no opportunity exists for the third and fourth networks . . . total billings for the years 1949 to 1954 . . . indicates . . . a continuing growth of all four networks in each successive year."

For the future, he predicted "new, diversified and cheaper program sources and services on the one hand, and increased effectiveness of the television service as an advertising medium on the other."

Now hampering the growth of uhf, Mr. Storer said, are: (1) the restricted use of satellite or booster stations, (2) limitation of the multiple ownership rule not permiting uhf acquisition, (3) limitation of the use of directional antennas.

W. Theodore Pierson of Pierson & Ball, Washington law firm, followed Mr. Storer to the stand. Mr. Pierson said seven witnesses would present testimony giving highlight summaries of some 65 written statements submitted to the Senate group by vhf operators.

Mr. Pierson presented a detailed explanation or description of the actual working of the tv industry. High on the list of his academic approach was the down-to-earth remark that "the fact remains that with all the ingenuity and artistic talent in the world, it (success in tv programs) cannot be accomplished without the risk of money."

Networks, he pointed out, were formed in the days of radio and had possessed "the potential energy of a going business consisting not only of revenue, but established relationships with stations, advertisers and program sources."

While the networks enjoyed a competitive advantage from this potential, "it also supplied us with daring pioneers that might have been long in coming from less well-situated sources."

Treating every facet of the tv industry in turn, Mr. Pierson then concluded "we are unable to find any facet of this industry in which a monopoly now exists or is threatened." He declared, "There is no justification now to interrupt its (tv) growth, to degrade the concept, or to weaken it by governmental tampering with the natural laws that regulate free competitive enterprise."

The vhf position, he summarized as follows:

1. We oppose the elimination of the intermixture of uhf and vhf in the same market.
2. We oppose the allocation of all television broadcast services to the uhf frequencies.
3. We oppose any reduction or limitation upon

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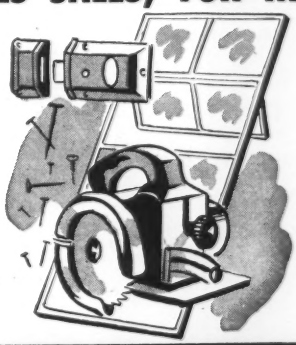

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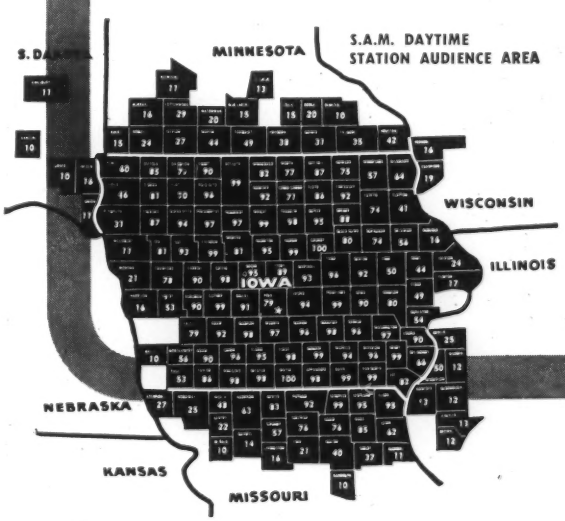
(Which You MISS Unless You Cover the Entire State)

67.2%	Food Stores
63.2%	Eating and Drinking Places
47.9%	General Merchandise Stores
57.5%	Apparel Stores
61.4%	Home Furnishings Stores
65.9%	Automotive Dealers
74.9%	Filling Stations
80.8%	Building Material Groups
62.0%	Drugstores

Source: 1953-'54 Consumer Markets



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"Young Dr. Malone"
1:30 to 1:45 EDT

JOAN TOMPKINS as
"Nora Drake"
2:30 to 2:45 EDT

VIRGINIA PAYNE as
"Ma Perkins"
1:15 to 1:30 EDT

PATSY CAMPBELL as
"The Second Mrs. Burton"
2:00 to 2:15 EDT

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The stars of our daytime serial dramas are all set to go on... from the looks of things, forever.

For these fourteen people have become the best-loved matinee idols in America. Month after month their ups and downs draw a box-office of 760 million.

Take their dowager, Ma Perkins. Homemakers of two generations have made her show the longest-run hit in dramatic history. Over 5,000 episodes already, and the plot continues to thicken. "It's like peanuts," a lady once wrote. "Once you get started, you can't stop."

Peanuts, perhaps, or emeralds.

Because over the years the serial drama has kept more women company than any other invention of our times. And it's taught them a lot on the side:

How to keep up the house. And, at the same time, their good looks. How to make dinner come out of the oven. And out of the bureau, clean shirts.

In short, health, vitality, attractiveness. Which are sold under some three-dozen brands on these programs. And offered in three-dozen packages by seven of America's best-known advertisers.

Along with CBS Radio's other daytime sponsors, these companies are getting the greatest media value in advertising today. *Frequency. Impact. Big audience. Low cost.*

Of all the programs the homemaker spends her day with, the line-up she likes best is the one on **CBS RADIO**

JOHN LARKIN as "Perry Mason" 2:15 to 2:30 EDT

AGNES YOUNG as "Aunt Jenny" 12:15 to 12:30 EDT

FLORENCE FREEMAN as "Wendy Warren" 12 noon to 12:15 EDT

VIRGINIA KAYE as "Rosemary" 11:45 to 12 noon EDT

BILL SMITH as the Rev. Richard Dennis in "The Brighter Day" 2:45 to 3:00 EDT

JULIE STEVENS as "Helen Trent" 12:30 to 12:45 EDT

the coverage of vhf stations beyond that now imposed by the Commission's rules.

4. We oppose a freeze on the further issuance of permits and of authorizations to operate pursuant to outstanding permits.

5. We oppose the so-called DuMont proposals.

6. We approve the encouragement of the production and distribution of uhf-vhf receivers by the lifting of the excise tax.

7. We approve the use of booster stations within a television station's own area where it is found by the Commission to be technically feasible.

8. With respect to proposals made to the subcommittee that involve highly complex, technical, social or economic considerations, or that cannot be fully evaluated at this point because of the lack of emperical knowledge, or that require much more careful study and research than is possible in these proceedings, we recommend that such proposals be referred to the Commission by the subcommittee without recommendation.

9. We favor the adoption and continuance by the Commission of lawful procedures that are designed to establish at the earliest possible date a comprehensive national television system by the elimination of time-consuming procedures and unnecessary red tape.

Armand Testimony

Third witness Thursday morning was Armand L. Hunter, professor and director of tv development at Michigan State College. The school operates WKAR-TV East Lansing, Mich. It is on ch. 60. The uhf station has a visual ERP of 243 kw and aural ERP of 125 kw. Total capital investment was over $500,000 and station has an annual operating budget of more than $350,000. It went on the air January 15, 1954, and has been operating with six hours a day, seven days weekly, programming of which 80% was live and 20% film or kinescope.

Although the station has done everything in the way of programming which would make for a successful operation, Mr. Hunter said other uhf stations in the area have either gone off the air or are facing difficulty. Chief reason cited by Mr. Hunter was lack of set conversion. He noted that the area already is serviced by six vhf stations and there are three more vhf's in prospect. Most persistent criticism of the station's operation is the inability to receive the signal or the inferiority of the picture. These problems are being tackled with active promotion and advertising campaigns; co-sponsorship with the local uhf commercial station of a seminar and conference for proper uhf repair for the servicemen; production and promotion of programs for special interest groups.

Mr. Hunter boiled down the uhf problem to the need for a "good receiving antenna, properly placed and installed, and the care required to tune it in." He also cited superiority of the vhf receiving circuits over uhf and the "fact that all of the 'big time' and network programs are readily available over the vhf stations." He also discounted as "inaccurate and irrelevant" the vhf argument that uhf is going through a period comparable to the early days of vhf.

Mr. Hunter agreed with Sen. Potter that should uhf fail as a commercial service, educational tv would not be able to maintain its service. He said the problem was the inability to maintain a level of service or make necessary additional investment unless programs could reach more people. The station would then become "a complete loss" to the university.

Mr. Pierson in discussing the uhf situation with Sen. Schoeppel noted that if the public is disinterested in buying or tuning in uhf, "there is nothing that government can do about it." On the other hand, Mr. Pierson said he thought the government could do something for uhf and for the tv industry as a whole by using its tax power (reduce the excise levy).

Thursday Afternoon

Thursday afternoon's session ran about 90 minutes, with Mr. Pierson amplifying the points made in his formal statement. It was broken off, when both Sen. Potter and Sen. Bowring were called to the floor of the Senate to answer a roll call vote.

MR. PIERSON

During the course of the afternoon's meeting, Sen. Bowring closely questioned Mr. Pierson on some aspects of his position.

Mr. Pierson said the vhf group disagreed with the following assumptions implicit in the arguments of the uhf broadcasters:

(1) That the population of the U. S. was static; (2) that there must be four networks; (3) that tv revenues have leveled off; (4) that there are no further sources for programs than those now existing, and (5) that present uhf failures mean that there is no future in uhf.

Even when technical developments make uhf stronger than it is now, it is impossible with that band to reach all the "isolated and gullied" people in the U. S., Mr. Pierson said. Vhf is needed to do that, he emphasized.

Mr. Pierson said he was impressed with the relatively high number of uhf conversions already accomplished. He warned, however, that it may be necessary for uhf stations to carry losses longer than they believed, but with patience and work they would succeed.

The Road Ahead

In spelling out what he considered the future of tv in the U. S., Mr. Pierson drew an analogy with am broadcasting, with its clear channel, regional and local stations.

Referring to uhf suggestions that there be a transition period to permit vhf stations to change over to uhf, Mr. Pierson emphasized that there was no basis to determine the life of a tv set as yet. He warned that the public might suffer serious financial losses.

A change to uhf would also jeopardize the extensive private interest now involved in vhf, Mr. Pierson declared. He spoke of the tremendous sums invested in plants (much greater than in uhf plants, he pointed out). It would not only be unfair, but injurious, to vhf entrepreneurs to change their position in the spectrum "ex-post-facto," he said.

He warned that if the government forces another change in tv—"that would be the third change in eight years"—investors would look elsewhere to place their capital. Broadcasting is dependent on the "fickleness" of government, Mr. Pierson said, and investments in this field are not considered among the best even now. If television is again disrupted, it will only attract the "fringe" investors, who, Mr. Pierson said, "are not the right kind for this business."

He urged that the industry be given "a few years" to see if things work out, "before again ripping things up."

Proposal by uhf groups that a freeze be im-

VHF CURB WOULD BE 'UNFAIR'—WBEN-TV

CUTTING back of vhf service in order to equalize competition for uhf stations inflicts a penalty on the viewer, particularly in the rural areas where service is needed most, ch. 4 WBEN-TV Buffalo said last week in a statement prepared for submission to the Senate Commerce Subcommittee on Communications.

Signed by Vice President Alfred H. Kirchhofer, vice president, WBEN-TV said testimony before the subcommittee has overlooked the wide service now being provided by vhf stations and the need for improved vhf coverage, particularly through removal of power and antenna height restrictions in the populous Zone 1 area of the northeastern U. S. The station petitioned FCC last August for removal of the 1,000 ft. antenna height limitation in Zone 1.

"In far too many areas today the public receives a degraded television service, not comparable with Grade A service from either vhf or uhf stations in the metropolitan areas," WBEN-TV stated. "The rural sections of the country are entitled to service, and, if anything, need it more than the cities do. To cut back the vhf service, or to freeze it in Zone 1, will deprive millions of viewers of anything approaching Grade A television service."

Will Fill a Need

Mr. Kirchhofer felt "uhf stations can and will help fill some of these niches, and they should have every encouragement wherever anyone has the courage and business sagacity to venture into that field. They, however, have no more claim to special assistance at the expense of reduced service to the viewers in their areas than the operators of vhf stations would have had to claim assistance in the periods when they were losing money in considerable sums during the early days of pioneering in tv."

WBEN-TV argued "Congress should not allow the problems of the uhf operators, whose field was conceived to be local, to over-ride the broader service possibilities of vhf."

By allowing full power and antenna height in Zone 1, WBEN-TV said, "not only is the service area of the vhf station increased, but more importantly the picture quality provided throughout the entire service area is improved. In many localities this improvement would permit the viewing public to avoid the cost of installing outdoor antennas. The resulting saving throughout a large portion of Zone 1 easily could amount to some billions of dollars."

The Buffalo ch. 4 station said the "hue and cry about uhf problems" are no less real than the problems "of many more radio stations as a result of television competition." The station said "to reduce the power of tv stations is like cutting the power of a regional radio station from 5,000 w to bring it down to the output of a purely local station with 250 w. Neither procedure makes sense from a public interest standpoint."

WBEN-TV said the final allocations report did not contain evidence supporting the Zone 1 restrictions and the reasons given for the limitation do not now justify continuation.

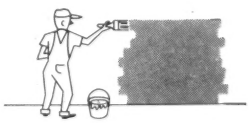
If the restriction sought to aid uhf, WBEN-TV speculated, the report "has completely failed to take cognizance of the fact that, because uhf television broadcasting will always have a more restricted area than vhf broadcasting, its character will have to be largely local and its success in competition with vhf depends upon the ability to provide programs of local interest at a competitive commercial cost."

WBEN-TV concluded "provision is necessary to permit the expansion of television broadcasting in the uhf band. When the demand for additional service is great enough, and the cost sufficiently reasonable, then and only then, will uhf television be practical. Until that time, artificial stimulants will be of little or no help. Restrictions of vhf service can only act to the detriment of the public interest."

Bonus from Mt. Washington TV

$2,600 *TWA* Trip Around The World

Use America's only "3-state one-station TV network" and — in just 8 weeks of a one hour weekly program — you can save the cost of a 3 weeks trip (all expenses paid) around the world with TWA.



IT COVERS

Mt. Washington's more-than-a-mile high TV station covers most of the three states of Maine, New Hampshire, and Vermont like a coat of paint. On the air in August.

IT UNCOVERS

Reaches virtually all the families local TV stations do and thousands of families they cannot reach. Yet average time costs run 54% less than the combined cost of the three TV stations giving next best coverage.

CBS—ABC

Mt. Washington TV Inc.

WMTW

Represented nationally by

HARRINGTON, RIGHTER & PARSONS, Inc.

Channel 8

THE Daily Double
in Jackson, Michigan

SEARS & WKHM
ROEBUCK and CO.

A WINNING COMBINATION

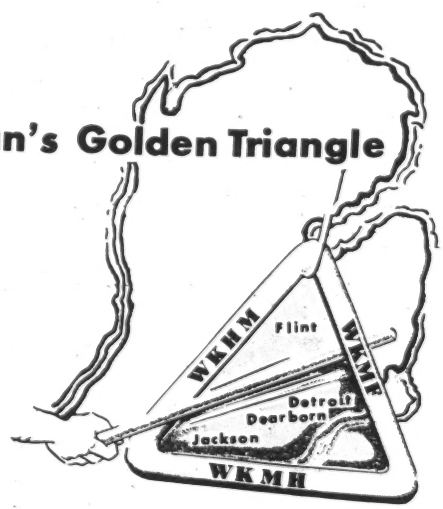
Here's just one example of how WKHM achieves big results in the big-dollar Jackson market! Using WKHM only, Sears ran spot announcements featuring washers and dryers . . . 22 spots for a total cost of only $143. This promotion *sold over $6000* worth of advertised items alone. Proof that in Jackson, Michigan, WKHM reaches the people who buy.

Needless to say, Sears-Roebuck and Company now uses WKHM regularly. Your product message can reach this same ready audience. Buy WKHM, Jackson . . . valuable corner in Michigan's Golden Triangle.

REPRESENTED BY Headley-Reed

A PACKAGE BUY OF THESE THREE STRATEGICALLY LOCATED MICHIGAN STATIONS OFFERS YOU MAXIMUM COVERAGE AT MINIMUM COST.

Michigan's Golden Triangle



WKMH
DEARBORN
5000 WATTS
1000 WATTS—NIGHTS

WKHM
JACKSON
1000 WATTS

WKMF
FLINT
1000 WATTS

posed on further grants, would be unfair to those cities which have few, or no, tv stations, Mr. Pierson said. Only purpose of this suggestion, he said, was to prevent competition and promote monopoly.

A freeze would also work against the interest of applicants, Mr. Pierson pointed out, many of whom have spent $100-$200,000 in hearings.

Mr. Pierson defended the expedited procedure steps which the FCC has taken as in the public interest in getting service to a city more rapidly.

"There is no need to apologize for urging speed," he said, "where the people wanted tv and capital was poised to give it to them."

It is rare that the FCC does not find all applicants qualified to be licensees, Mr. Pierson said. The only reason for a hearing, he pointed out, was to determine which of the two applicants was better qualified.

Mr. Pierson was subjected to pointed questioning by Sen. Bowring who, it was obvious, was somewhat skeptical of the vhf position. She wanted to know what Mr. Pierson could recommend to clean up the "FCC mess." Mr. Pierson demurred at the use of that term and declared that he did not think that the situation was a "mess." He also stressed that only with vhf could stations "amass" enough listeners to make it attractive to national advertisers.

Pressed to state the minimum audience required to support a vhf station, he answered that he had heard that 100,000 receivers were the least number to make a station economically self-supporting.

Asked for his estimate as to where uhf stations could best make out, Mr. Pierson said he thought uhf might be most successful in the crowded areas of the East, in cities with 30,000-50,000 population.

Friday Morning

A blunt recommendation that the Senate Subcommittee turn over the record of the hearings to the FCC without any action was made by Mr. Pierson at the conclusion of his testimony Friday morning.

The members of the FCC are devoted to the public interest, Mr. Pierson said, and in the aggregate have many more years of experience in radio and television broadcasting than do the five members of the Senate Communications Subcommittee.

This suggestion does not apply, Mr. Pierson said, to the recommendation regarding the elimination of the excise tax on all-channel receivers. He also asked that the Committee look into the tax situation involving motion picture film. If this is lifted, it would help bring more Hollywood film to television, he said.

If the uhf proposals involving a freeze, elimination of intermixture, reduction of vhf power, and so forth, are put into effect, Mr. Pierson said, they can only result in less service to the public, less competition, no service to rural and "gullied" citizens, and the instability would be bad for all of television.

The DuMont proposals regarding networks would make them common carriers, Mr. Pierson said, with attendent requirement for certificates of necessity. This is monopoly, he said, and would be a restraint of free competition.

In answer to Sen. Potter's question about forcing networks to sell programs to any one who wants to buy them, Mr. Pierson said that present network practices were designed to deliver the greatest audience to advertisers, and were the best means for the networks to compete with newspapers and magazines.

Heavy losses and lengthy period before red ink turned to black (see separate story on page 29) was the gist of the six witnesses representing the vhf group who followed Mr. Pierson Friday morning.

In general all six, including two construction permit holders, urged the subcommittee not to disrupt the economics of tv by accepting the more drastic recommendations submitted by uhf spokesmen (move all tv to uhf; impose freeze, eliminate intermixture, etc.).

Mayor David L. Lawrence of Pittsburgh recounted the need for vhf in the hilly Pittsburgh area. He spoke of $125 million invested by his city's tv owners in vhf sets, and said that the eight applicants for the city's two available vhf channels have spent $450,000 for preparation and hearing and were due to spend $500,000 more before final decisions might be forthcoming. He also pointed to the $14 million tied up in pledges and subscriptions in the eight applications and indicated that that money's sterilization would be all for naught if the committee imposed a freeze or moved all tv to uhf.

D. Lennox Murdoch, KSL-TV Salt Lake City (ch. 5) spoke of the virtual impossibility of using uhf to do the job KSL-TV does in covering 100 miles. It would require 1,500 kw radiated power from the same location (Coon Peak, Oquirrh Range, 17 miles west of Salt Lake City), he said. Equipment and operating costs would be three times that of vhf now, he estimated.

He also pointed to uhf's inability to work in mountainous terrain as effectively as vhf.

It would cost the 163,000 vhf set owners in the Salt Lake area $6.5 million to convert to uhf, he said.

Cutting down vhf's power would result in service loss to the people of the intermountain region, he pointed out. Vhf is required to transmit signals to the sparsely settled areas outside Salt Lake City, he said.

Hulbert Taft Jr., WKRC-TV Cincinnati (ch. 12) and WTVN (TV) Columbus, Ohio (ch. 6), cited the early technical difficulties with what was then known as the "high band." Equipment difficulties and even oscillator radiation from receivers tuned to ch. 7 which interfered with WKRC-TV's ch. 11 reception (WKRC-TV operated on ch. 11 until shifted by the FCC after the freeze) were his lot in the beginning, according to Mr. Taft's statement read into the record.

Terming some of the uhf proposals "half-baked" and "preposterous," Mr. Taft suggested the possibility of classes of uhf stations to provide no less than full power where required to compete with vhf stations, with lower powers where not so required.

He also recommended that tax relief be applied only to uhf sets meeting standards set up by RETMA or FCC.

J. Leonard Reinsch, WSB-TV Atlanta, Ga.,

WESTINGHOUSE BACKS TAX RELIEF PLAN

SUPPORTING the position of Radio-Electronic-Television Manufacturers Assn. for repeal of the excise tax on uhf-vhf receivers as an aid to uhf, Westinghouse Broadcasting Co. last week advised the Senate Commerce Subcommittee on Communication that "the complete solution of all problems presently facing the industry lies in placing more uhf-vhf receiving sets in the hands of the public and more television stations on the air as quickly as possible."

MR. WITTING

In a letter by Chris J. Witting, WBC president, Westinghouse told the committee: "We see no problems now facing the industry which are either fundamentally different from many problems previously faced and solved or any which cannot be solved by American ingenuity without any drastic action necessary on the part of either the Senate Subcommittee or the FCC."

Westinghouse went on record against governmental interference and restrictions as harmful to competitive growth, citing radio's progress.

"We believe that the history of radio is conclusive proof that the public interest requires the history of television to follow the same path of free and open competition," the letter stated. "The radio industry has seen the birth, growth and struggle for top position among national and regional radio networks. We have seen the relative positions of networks change more than once over the years.

"This free play of economic forces has been in the public interest. The poorest man in the United States now enjoys free daily entertainment unavailable to the richest man in any other country in the world. And, of equal importance, this growth has taken place within the framework of our anti-trust laws which, in our opinion, have proved adequate to prevent monopolies."

Mr. Witting observed the suggestion of certain witnesses that stations be required to accept affiliation with a pre-determined network organization. "This proposal, in its ultimate conclusion," he warned, "means government owned and controlled broadcasting in the U. S."

He explained, "Assuming a station is required to affiliate with a named network and a dispute between the parties as to the rate payable and acceptable, the government will be immediately in the rate setting business, with all of its complications—technical facilities available, coverage, constantly changing set statistics, etc. In the next step, the individual station's popularity (or lack of it) and its consequent ability to attract revenue from local advertising sources, will depend upon the program furnished by the network.

"Since it was required to sign the network contract, the station would surely be granted the right to require government control of the programs. And the final step, assuming the government required the network to produce more expensive and attractive programs, the network, under such compulsion, should be able to demand government subsidy."

Westinghouse told the committee the present allocation plan "may not be perfect but it represents more than three years of intensive (and expensive) cooperative effort between the entire industry and the FCC. It should not be lightly or hastily cast aside because of a few protests from those who are unable or unwilling to face life in a free competitive economy."

To the proposal that vhf stations be limited in power so as not to overlap a nearby uhf outlet, Westinghouse argued this would deny service to many rural viewers and eliminate any chance of program choice for those in small cities. In many places, physical separation of signals would be impossible, WBC said.

To move all tv to the uhf would cause a dollar damage to the public and industry in an amount "beyond imagination," the letter contended, "not to mention the inconvenience."

Continental

INTRODUCES

the new Type 317
50 KW AM TRANSMITTER

Here's important news for radio broadcasters from coast to coast — from the manufacturer of the world's finest transmitters. The brand new Type 317 50,000 watt transmitter marks the first advanced development in high power AM Transmitters offered to broadcasters in several years — a revolutionary design that presents new standards of efficiency, performance and stability in the most compact 50 KW unit yet produced.

The expanded facilities of Radio Station WDIA in Memphis, Tennessee, include the first one of these new broadcast transmitters.

Outstanding Features

1. Higher efficiency — low power consumption.
2. Ease of installation — less floor space required.
3. Conservative design — all tubes and components operated well below maximum ratings.
4. Unexcelled performance — very low distortion.
5. Simplicity of circuitry — fewer operating controls.
6. Grounded grid high efficiency power amplifier — unusual stability.
7. Built-in "cut-back" for economical, high quality performance at 5 KW or 10 KW.
8. Automatic voltage regulation for all filaments.
9. A unique water cooling system for hot and dusty climates (also available air-cooled).
10. Transview type cabinets for style and maximum accessibility.

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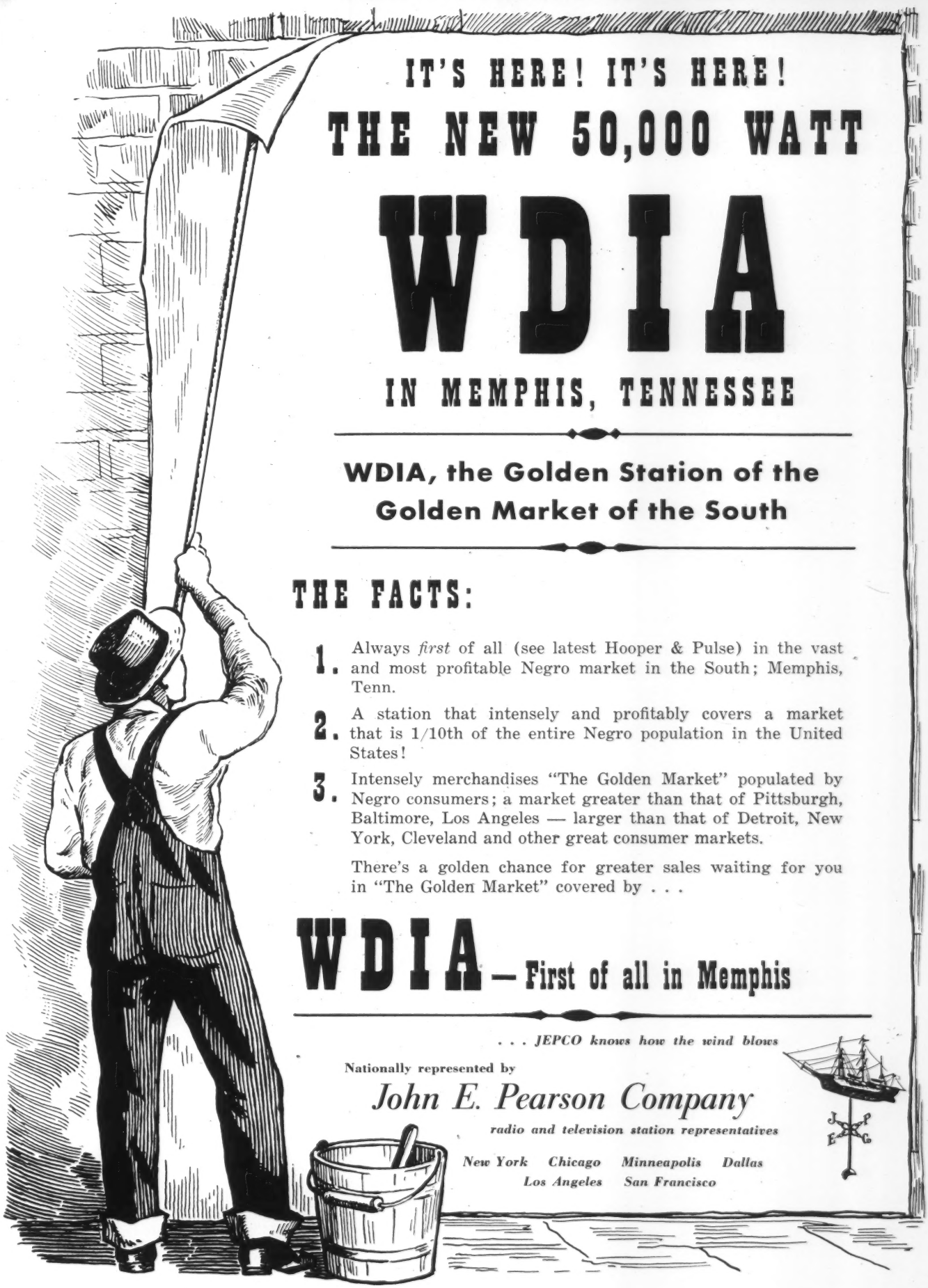


IT'S HERE! IT'S HERE!

THE NEW 50,000 WATT

WDIA

IN MEMPHIS, TENNESSEE

WDIA, the Golden Station of the Golden Market of the South

THE FACTS:

1. Always *first* of all (see latest Hooper & Pulse) in the vast and most profitable Negro market in the South; Memphis, Tenn.
2. A station that intensely and profitably covers a market that is 1/10th of the entire Negro population in the United States!
3. Intensely merchandises "The Golden Market" populated by Negro consumers; a market greater than that of Pittsburgh, Baltimore, Los Angeles — larger than that of Detroit, New York, Cleveland and other great consumer markets.

There's a golden chance for greater sales waiting for you in "The Golden Market" covered by . . .

WDIA — First of all in Memphis

. . . JEPCO knows how the wind blows

Nationally represented by

John E. Pearson Company

radio and television station representatives

New York Chicago Minneapolis Dallas
Los Angeles San Francisco

(ch. 2) and WHIO-TV Dayton, Ohio (ch. 7), termed uhf proposals favoring the few against the public and other interests. He said in his statement which was read into the record that some of the proposals would extend monopoly and run afoul of the anti-trust laws.

In a lengthy discussion of the reasons for the demise of WIFE (TV) Dayton, Ohio, Mr. Reinsch pointed out that Dayton had two tv stations in operation and that it received three additional vhf signals from Cincinnati. The uhf operator should have realized the competition he was facing, Mr. Reinsch said.

Mr. Reinsch also objected to the anti-newspaper comments and anti-multiple ownership attitudes expressed by uhf advocates.

Lewis C. Tierney, WCHS-TV Charleston, W. Va. (ch. 8), which is due to begin operations July 15, submitted a statement through counsel, Thomas H. Wilson. He commended the FCC for expediting grants, related his own experience when he and his opponent merged. This enables Charleston viewers to get tv two years sooner than if a hearing had been held, he said.

John W. Guider, WMTW (TV) Poland Springs, Me. (Mt. Washington) (ch. 8) and former Washington radio attorney, told the committee that vhf was needed to cover the rural New England territory to be served by his station. Due on the air this summer, Mr. Guider estimated there are 250,000 vhf sets in Maine, New Hampshire and Vermont.

A Uhf Success Story

TESTIMONY of vhf operators to the Senate Communications sub-committee was interrupted Friday to permit a uhf operator to testify—to a success story.

Allen M. Woodall, WDAK-TV Columbus, Ga., ch. 28, told the committee that he "really had no idea how bad the uhf situation was until I attended these hearings." WDAK-TV, he said, has been in the black since it started last October. He said there was a 95% conversion in Columbus, and that it probably was the only city in the United States where it costs more to buy time on a uhf station than on a vhf station.

WDAK-TV is affiliated with NBC, ABC and DuMont. WRBL-TV, on Ch. 4, is CBS. But, Mr. Woodall warned, network affiliation is no "open sesame" to programming. Columbus, he pointed out, is the 101st market in the U. S., and many national advertisers do not order that far down the network.

WDAK-TV's worst problem, Mr. Woodall said, is Madison Ave., which is under the impression that there are no good uhf stations.

After mentioning some nine other uhf stations which he understands are doing well Mr. Woodall termed some of the plans proposed by uhf forces to be "utterly impractical."

He made these suggestions: (1) eliminate excise tax on all-channel receivers and urge production of good all-channel receivers; (2) the elimination of intermixture would help, but something should be done to insure that the public does not lose; (3) favored FCC proposal to permit a single person or entity to own a limit of seven stations, not more than five of which are in the vhf band.

Sen. Andrew F. Schoeppel (R-Kans.) called this testimony "refreshing" since it showed that "the successful operation of a uhf station can be done."

ADVERTISERS VIEW RADIO, COLOR, DAYTIME TV AS PROMINENT MEDIA

John Karol, CBS, and Edward Hitz, NBC Central Div., present cases for radio-tv at regional meeting in Chicago. Talks on other media are included in the open session.

COLOR certainly will play a vital and important part in the plans of advertisers in the near future.

Radio will continue to be a "growing medium" because of its flexibility and ability to meet the needs of these same advertisers.

Daytime tv also is progressing toward being "an effective medium."

Those opinions were delivered during the 1954 midwestern regional meeting of the Assn. of National Advertisers in Chicago last week. An afternoon all-media session followed a morning address by Paul B. West, ANA president. The meeting was held at the Knickerbocker Hotel.

The cases for radio and television were presented, respectively, by John J. Karol, CBS vice president in charge of network radio sales, and Edward R. Hitz, manager of NBC Central Div. tv network sales. Talks by representatives for newspapers, magazines, direct mail, outdoor, audio - visual and point - of - purchase rounded out the open session.

Mr. Karol noted there are some 115 million radios, or more than one per person over 15 years of age; that 92% of 47 million radio homes listen at least once in a week; that there are some 10 million daytime and 13 million nighttime radio listeners; there are some 29 million auto receivers, 10 million portables and another 10 million sets in public places. Out-of-home listening, he claims, represents an additional 30% audience bonus.

Tells of Plans

Citing CBS Radio's own proposed new evening rate structure, Mr. Karol observed that networks generally are adjusting rates based on audience rather than cost of operation. Radio, he reminded, is the only medium that reaches the home, the auto and the public place.

Mr. Hitz predicted there will be "more and more extravaganzas" of the nature of NBC-TV's own proposed "Spectaculars," which he said are designed to break up "the monotony of the same programs," reach a mass audience and also give the American public more of the arts.

Claiming that tv programming has only scratched the surface, Mr. Hitz continued:

"I believe the advertisers of America will react favorably to this programming improvement and innovation. It should result in more and more people being drawn to their tv sets and that means more advertising exposure." Advertiser acceptance of NBC's "Spectaculars" is the best indication here, he added.

Color will play an important part in advertisers' plans, Mr. Hitz said, for these reasons:

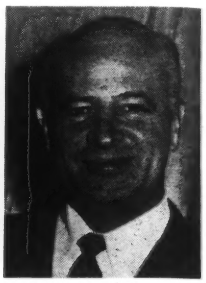
(1) Public demand for color receivers is certain to mount when the networks start televising seven or eight hours a week in color this fall; (2) people have shown that if they want something bad enough, "they will get it somehow, no matter what the cost," and (3) great public demand for less expensive sets will,in time, bring down costs.

Mr. Hitz also urged advertising managers to give as much attention to their commercials or sales messages as to their programs and time periods.

"Spending a lot of money on program and facilities, without devoting considerable attention to . . . selling messages makes little sense," Mr. Hitz said. "Holding the audience's attention during the commercials—getting your sales talk across—is the real test and one way for the advertising manager to get the most effective use of the forces of television."

Mr. Hitz also observed that networks and stations are prepared to help clients merchandise their products, and urged ad managers to

MR. KAROL



MR. HITZ

"keep a close eye on daytime television," which he claimed is "coming up strong on the outside." Daytime programming can be "an effective medium" for the advertiser who can't afford nighttime video, he asserted, and its audience is growing, with the result it represents an "excellent supplement to a nighttime schedule" in many instances.

Mr. West summarized current activities of ANA, Advertising Research Foundation, the Advertising Council and other groups. He spoke on "Today's Challenge to Advertising and Advertising Men" in terms of keener competition, higher costs and need for increased sales.

Otto H. Coelln Jr., publisher of *Business Screen* magazine, noted the additional bonus audience for films used on television—millions of extra viewers—and claimed the "onrush of color tv" invites recognition of film as an audio-visual medium that will reach the most people. He cited film activities of several large advertisers.

An open forum on media and roundtable on advertising and promotion practices concluded the one-day session.

ABC-TV DOMINATES WEEK'S TIME SALES

FIVE out of six major advertiser buys in network television last week went to ABC-TV, with two of the six being newcomers to network television.

Among the advertisers signed and about to conclude negotiations for network shows on ABC-TV are Lehn & Fink, Liggett & Myers, American Dairy, American Motors (Nash-Kelvinator), and Florida Citrus Commission.

Both Lehn & Fink (Dorothy Grey cosmetics) with its ABC-TV buy and Hawaiian Pineapple Co. with a CBS-TV buy are entering network television for the first time.

ABC-TV sold the alternate week of the *Ray Bolger Show* (Thursdays, 8:30-9 p.m.) to Lehn & Fink, New York, through Lennen & Newell, same city. The show has been sponsored on alternate weeks by Sherwin-Williams Paint Co. (through Fuller & Smith & Ross), which will

*Gelausedup English

Dies qe-pampered hound
Named Hans
Spends now his life
In eleqance;
Ein penthouse mit
Ein real mink rug,
Und sein own private
Five-plug.

His boss got his
This luxury
Using NHC-AM-TV

— CECIL —

AM FM TV

WNHC

NEW HAVEN

New England's first complete broadcasting service • represented nationally by Katz

* In Plain English

WNHC-TV reaches more than 2,540,760 people in Connecticut and adjacent areas. 125 newspapers carry WNHC daily program listings.

V H F
Channel 8

Three steps cover New Haven on radio.
- saturation — write for details
- NBC affiliation
- complete merchandising service

continue until July 8. The latter company has been meeting this week on its fall advertising plans which may include a daytime or another nighttime tv network buy.

Liggett & Myers (Chesterfield cigarettes), New York, probably will sponsor the Stu Erwin series (formerly underwritten by General Mills) in the Wednesday 8:30-9 p.m. period. Cunningham & Walsh, New York, is the agency.

American Dairy Assn., Chicago, through Campbell-Mithun, Chicago, has signed as alternate sponsor with Derby Foods [B•T, June 14] for a half-hour of "Disneyland," Wednesday at 7:30-8:30 p.m.

American Motors, Detroit, through Geyer Inc., New York, also will sponsor a half-hour of the "Disneyland" series.

Florida Citrus Commission, on behalf of Florida grapefruit, will sponsor a weekly half-hour telecast, *Twenty Questions,* effective July 6 (Tuesdays, 8:30-9 p.m.). J. Walter Thompson Co., New York, is the agency.

Hawaiian Pineapple Co. for its Dole Products, effective July 30 will sponsor a 15-minute segment of Art Linkletter's *House Party* on CBS Television and Radio. The show is carried in 40 major television markets and on 175 radio stations. N. W. Ayer & Son, Philadelphia, is the agency.

LEWIS NAMED HEAD OF GEYER RADIO-TV

WILLIAM W. LEWIS, with Geyer Adv. Inc., New York, since 1951, has been appointed director of radio and television for the agency, B. B. Geyer, president, announced.

MR. LEWIS

Mr. Lewis served as tv copy chief when he first joined the agency and later became commercial director. He formerly was a radio and television writer-producer at Morse International Inc., New York. Earlier in his career, he was a free lance writer of film and radio scripts in Hollywood and a writer and announcer at NBC.

Mr. Lewis succeeds George Wolf, who resigned to join Ruthrauff & Ryan as vice president in charge of radio and television [B•T June 14].

Chicago Weiss & Geller May Change Firm Name

POSSIBILITY that Weiss & Geller of Chicago may change its corporate name to avoid confusion with a New York agency of the same name was held out last week.

A spokesman familiar with the agency's operation said a name change has been under consideration for over a year now and that such a move is a definite possibility within the next fortnight.

Weiss & Geller, Chicago, is headed by Edward H. Weiss. One suggested name for the firm is Edward H. Weiss Co., it was understood. The firm also maintains a New York branch at 6 E. 45th St., with Bruce Dodge, vice president, in charge. President of the other agency in New York is Max A. Geller, a former partner with Mr. Weiss at 400 Madison Ave. Each is a separate corporation with no connection, maintaining its own accounts.

Those serviced by the Chicago agency include College Inn Food Products, Holeproof Hosiery, Sealy Mattresses, Wine Corp. of America, The Toni Co. (Tonette, Silver Curl) and William Wrigley Jr. Co., according to the May 1954 Standard Advertising Register.

Among those clients handled by Weiss & Geller Inc., New York, are Blue Moon Foods Corp., National Container Corp., Stewart-Allen Co., Flagstaff Foods and The Treat Co.

Citrus Commission Allots Audience Promotion Budget

THE Florida Citrus Commission, which will spend over $1.5 million in radio-tv for the next year, has voted to provide $49,000 for audience build-up promotion.

The expansive advertising budget includes $800,000 for the Tom Moore radio show *Florida Calling* on Mutual (5 days weekly, 52 weeks beginning July 5) and $720,000 for the tv show *Twenty Questions* on ABC-TV (Tuesday, 8:30-9 p.m. EDT beginning July 6).

Jack Forshew of J. Walter Thompson Co., the Commission's advertising agency, said the promotion budget, tentative at present, calls for $6,500 for publicity, 13 weekly insertions in *Tv Guide* for *Twenty Questions* costing $17,000, and $25,000 in newspaper advertising for *Florida Calling,* which offers as part of the program free trips to Florida. The networks also are planning promotional work on the two shows, Mr. Forshew said.

Twentieth Century-Fox Signs With WNBT (TV) for 52 weeks

IN A TRANSACTION said to represent at least $140,000 in gross billings, Twentieth Century-Fox Film Corp. last week signed a 52-week contract with WNBT (TV) New York to advertise its broadway openings and neighborhood engagements of its latest attractions. Charles Schlaifer & Co., New York, is the advertising agency.

According to Jay Heitlin, sales manager of WNBT, the contract marks the first time that a major motion picture company has signed a full year's commitment with a television station. Under the pact, the film company may advertise on any WNBT program available with suitable time and at an hour which Twentieth Century-Fox chooses.

Kimball, Partner in Bates, Succumbs to Heart Attack

FRANK THORNTON KIMBALL, 57, a partner in Ted Bates Inc., New York, and head of the science division, died June 14 at his home of a heart attack.

Before joining the Bates agency Mr. Kimball had been with J. Walter Thompson Co. and other advertising firms. Recipient of a bachelor of arts degree from Columbia College, where he taught for 13 years, he held several patents in diversified fields. He was the author of two volumes of poetry. He belonged to the Chemists Club of New York.

Surviving are his wife, the former Marion Game, and a brother, Lindsley F. Kimball, vice president of the Rockefeller Foundation.

SYKES ADVERTISING Inc., Pittsburgh, has moved into larger, redecorated offices at 617 William Penn Place. The agency handles television, radio, publication advertising, public relations, and fund raising drives. Conferring in the new building are (l to r): Edward H. Sykes Jr., account executive; Milnor Roberts, president; Richard W. Cooper, vice president; Thomas E. Morgan, vice president, and Edward H. Sykes, board chairman.

George Bayard Dies; Seeds Co. Vice President

FUNERAL services were held last Monday for George R. Bayard, 57, executive vice president of Russel M. Seeds Co. and veteran of the advertising field for over 30 years. He died June 12 in Wesley Memorial Hospital.

Mr. Bayard came to Seeds in 1941 as executive vice president, supervising such accounts as Mennen's, Sheaffer Pen, Admiral Corp., Reynolds Metals Co. and Elgin-American. During his 13-year tenure with the agency, he also managed its New York office for about two years.

Surviving are his wife, Melba; two sons, Charles and Joseph, and a sister.

NETWORK NEW BUSINESS

Green Giant Co. (frozen canned peas, corn) and **Pillsbury Mills** (flour, flour mixes, cake frosting mixes) buy alternating sponsorship of *Bank on the Stars,* July 17 through Aug. 21, Saturdays, 7 p.m. CDT, and of *The Mickey Rooney Show,* film series starting Aug. 28, same day and time, both NBC-TV. Agency: Leo Burnett Co., Chicago.

Toni Co. (self-timing home permanent, Tonette, Silver Curl and Spin brand curlers), buys *Dollar a Second,* NBC-TV, Sundays, 9 p.m. CDT for eight weeks starting July 4. Agency: Weiss & Geller Inc., Chicago.

NETWORK RENEWALS

Revere Copper & Brass, N .Y., renews alternate-week sponsorship of NBC-TV's *Meet The Press* (Sun., 6-6:30 p.m. EDT), starting July 11 and ending Dec. 26. Agency: St. George & Keyes, N. Y.

Sterling Drug Inc., N. Y. (Sterling Sticks), renews for sixth straight year *My True Story* (ABC Radio, Mon.-Fri., 10-10:25 a.m. EDT), starting July 5. Agency: Dancer-Fitzgerald-Sample, N. Y.

Brown Shoe Co., St. Louis (Buster Brown shoes), renews *Smiling Ed's Gang* (ABC-TV

STRIKING AUDIENCE

with Billions* to Spare

WNAX-570 recently completed its 5th Annual 5-State Bowling Tournament, the largest sports promotion ever undertaken by an American radio station, with prizes of $27,000 in cash and $6,000 in merchandise.

9195

9,195 male bowlers scattered pins all over Big Aggie Land. Regional tournaments were held in Fargo and Bismarck, North Dakota; Aberdeen and Sioux Falls, South Dakota; Columbus, Nebraska; and Sioux City, Iowa. 168 finalists went so far as to fly, drive or walk a total of 61,214 miles to take strikes at top honors in Sioux Falls.

SO?

So we think it's important to advertisers. The Tournament demonstrates our vast coverage, shows that when you set up commercials in our alley, the Big Aggie Land audience (potential over 2 million) gets out and **does** things. Spare a moment to talk to the Katz Agency.

* Effective Buying Income (**Sales Management** 1953 est.): over $3 billion

WNAX—570

Yankton-Sioux City

CBS

Represented by The Katz Agency

WNAX-570, a Cowles Station, is under the same management as KVTV—Channel 9, Sioux City, the tv station reaching 31 farm-rich counties in Iowa, Nebr. and S. Dak. with 621,600 population, $737 million in '53 retail sales.

STARTING 21st year as an advertiser on KNX Hollywood is Schwabacher-Frey, Los Angeles stationers, whose new 52-week contract is negotiated by (l to r) Bert S. West, general sales manager, Columbia Pacific Radio Network and KNX; Austin Campbell, head of his own advertising agency; Phil Redford, manager, Schwabacher-Frey, and Carleton Sieck, CPRN and KNX account executive.

Sat., 10:30-11 a.m. EDT), starting Aug. 21. Agency: Leo Burnett, Chicago.

AGENCY APPOINTMENTS

General Mills, Minneapolis, names Dancer-Fitzgerald-Sample, N. Y., to handle its Betty Crocker Pancake & Waffle Mix. Media plans are being formulated.

Jacqueline Cochran Inc., N. Y., appoints Sterling Adv. Agency, same city, to handle all advertising and promotion for Jacqueline Cochran Inc. (cosmetics), Nina Ricci Inc. and Parfums Charbert Inc.

National Biscuit Co. (Nabisco) appoints Kenyon & Eckhardt Inc., N. Y., for its cereal and dog food advertising, effective Jan. 1, 1955.

Katzenbach & Warren Inc., wallpaper manufacturers, div. of Kimberly-Clark Corp., N. Y., effective June 1, appointed Anderson & Cairns, N. Y.

Nopco Chemical Co., Harrison, N. J. (Vitamin Div.), appoints Gray & Rogers, Phila.

Camillus Cutlery Co., Camillus, N. Y. (pocket knives & household cutlery), appoints Al Paul Lefton Co., Phila.

d-Con Co., Chicago (Sona cosmetics branch), appoints Arthur Meyerhoff & Co., Chicago, to handle all but eastern part of its advertising.

John Morrell & Co., Ottumwa, Iowa (Red Heart dog food), appoints Campbell-Mithun effective Sept. 1. Firm using station break campaign in 133 markets starting July 13 [B•T, May 31].

Lever Bros., N. Y., names Foote, Cone & Belding, N. Y., to handle Good Luck cream sauce mix, which is now being test-marketed by the Good Luck Division. The agency also handles Lever's Spry (shortening).

AGENCY SHORTS

Bruce L. Altman Adv., has merged with **Anderson-McConnell Adv.,** and is operating under latter firm name at 731 N. La Brea Ave., Los Angeles. **Bruce Altman** is director of merchandising.

Miller, Ogle & Myers Inc., Spokane, moves to Great Northwest Life Bldg., West 1023 Riverside Ave.

Campbell-Ewald Co., Los Angeles, moved to 3460 Wilshire Blvd. Telephone is Dunkirk 9-1334. Hollywood radio-tv production office remains at 1680 N. Vine St.

Milloy Adv. Inc., Washington, announces opening of a new branch office in Philadelphia and plans to increase staff in both cities. The firm was recently appointed advertising representative of General Electric Appliance Co., Philadelphia and has added seven other accounts, according to James S. Milloy Jr.

Grant Advertising of Canada Ltd., Toronto, has bought interests of **L. J. Heagerty & Assoc.,** Toronto. **Lee Heagerty** joins Grant Adv. as a vice president.

Patton-Lowell Inc., Beverly Hills, having been dissolved, **George Patton** has formed own Hollywood agency under name of **George Patton Adv.,** 6305 Yucca St. Telephone is Hollywood 2-0841.

William W. Harvey Co., L. A., moves to own building at 5747 Melrose Ave. Telephone is Hollywood 2-0874.

Sanford Sorg Adv., Sun Valley, Calif., moves to 11209 Elkwood St.

Olian Adv. Co., St. Louis, moves from Ambassador Bldg. to newly-remodeled building at 4010 Lindell Blvd.

C. Church More & Co. Adv., Monrovia, Calif., moves to 151 Pamela Rd. Mail address: P. O. Box 34. Telephone is Elliott 9-4942.

A & A PEOPLE

J. F. Matthes and **Henry S. Kingman** appointed cereal products supervisors, grocery products div., General Mills Corp., Chicago.

James H. Birnie named chief accountant, comptroller's div., Chrysler Corp., Detroit. Other promotions in that division: **Everett G. Bliss** named manager, price study dept., **A. Newton Cole,** manager of tax dept. and **W. L. Dewey,** coordinator of defense accounting.

Leslie A. Sauers, general sales manager, Helene Curtis Industries, appointed sales director for Consolidated Royal Chemical Corp. and Liquinet Corp., affiliate, Chicago.

V. Frank Segee, editor of Canadian Broadcasting Corp.'s employe magazine, *Radio,* to public relations dept., Ford Motor Co. of Canada, Windsor.

David Taylor Market, education editor, Associated Press, to Toy Guidance Council, N. Y., as assistant to president.

Frank Derry, manager of press and publicity, WTAM-WNBK (TV) Cleveland, to public relations staff, Cleveland Electric Illuminating Co.

Ted Gravenson, formerly with Gravenson Co., N. Y., to The Wexton Co., same city, as vice president and chairman of plans board.

Walter Stocklin, formerly vice president in charge of art, Ward-Wheelock Co., Phila., elected vice president of merchandising, Hutchins Adv. Co., same city.

J. H. Stickle, formerly headquarters advertising manager, radio and tv divisions, Philco and Westinghouse, to Marthens, Galloway & Simms, Chicago, as vice president and director of merchandising.

Donald E. Battle elected vice president, Ecoff & James Inc., Philadelphia.

Daniel Welch, formerly account executive, Weiss & Geller and Foote, Cone & Belding, handling Toni account, to Needham, Louis & Brorby, Chicago.

Gene Garvey, account executive, Foote, Cone & Belding, Chicago, to Tatham-Laird Inc., same city, in similar capacity.

Don Parmalee, copy chief and account executive, Hixson & Jorgensen Inc., L. A., to Abbott Kimball Co. of California, same city, as account executive.

William S. Oliver, account executive, Ayes, Swanson, & Assoc., Lincoln, Neb., to Curt Freiberger & Co., Denver, in same capacity.

William B. Dixey III appointed account executive, Wilson, Haight, Welch & Grover, Hartford, Conn.

Daniel J. Hourihan, formerly with Schenley Industries Inc., N. Y., appointed account executive, Rollman Adv., Cincinnati.

Edith Gilson, director of public relations, Klores & Carter Adv., N. Y., to Blaine-Thompson Co., same city, in similar capacity.

Phillip L. McHugh, formerly director of tv-radio dept., Tracy-Locke Co., Dallas, to Campbell-Ewald Co., Detroit, in same capacity.

Bill Prag, head of premium dept., Quaker Oats Co., named to head premium selections and purchases, Leo Burnett Co., Chicago.

Dorothy M. Haller, Compton Adv., N. Y., to Bryan Houston Inc., same city, as radio-tv copywriter.

Lon C. Hull and **Timothy P. Peirce** to copy dept. and plans-merchandising dept., respectively, N. W. Ayer & Son, Philadelphia.

Ralph Richmond, Ward Wheelock Co., Phila., to copy dept., Gray & Rogers, same city.

Jess L. Hadsell, advertising manager, WOWO Fort Wayne, Ind., to contact dept., Gray & Rogers, Philadelphia.

Po Jack, N. W. Ayer & Son, Phila., to Arndt, Preston, Chapin, Lamb & Keen, same city, as radio-tv timebuyer.

Gilbert Gardner, formerly Chicago correspondent, New York *Journal of Commerce,* to news dept., Doremus & Co., N. Y.

Otto Guenther, 78, president, Guenther-Bradford & Co., Chicago advertising agency, died June 7.

here's why KCMC-TV is now a MAJOR MARKET statior

POWER

100,000 WATTS ON CHANNEL 6
the only maximum power station between Memphis and Dallas

85% unduplicated
COVERAGE
tv coverage

MARKET DATA

	50 mile radius	75 mile radius	100 mile radius
POPULATION*	325,600	775,200	1,345,300
HOUSEHOLDS*	93,020	223,130	492,070
SETS	51,626	100,130	127,651
RETAIL SALES*	$243,948,000	$645,450,000	$1,146,549,000
CONSUMER SPENDABLE INCOME*	$263,529,000	$835,196,000	$1,395,923,000

ONE OF THE LOWEST COST-PER-THOUSAND BUYS IN TELEVISION!

Counties counted if covered 50% or more;
Counties less than 50% covered not counted.

*CONSUMER MARKETS, MAY 1954 — POWER COMPANY REPORTS

over 100 monthly hours
PROGRAMS
of network commercials

affiliated with
CBS – interconnected
ABC
DuMont

KCMC-TV
the major market power station
CHANNEL 6 Texarkana, USA.
Represented by
VENARD, RINTOUL & McCONNELL, Inc.,
Walter M. Windsor, General Manager

FCC CLEARS FILMS-FOR-SPOTS PLAN

MPTV arrangement is to supply a station with films while the station allows MPTV to sell available spots in the amount of the films' value.

GREEN LIGHT for Motion Pictures for Television Inc. to go ahead with its plan to trade films for station time was given by FCC last week in a test case involving WTAO-TV Cambridge, Mass., operating on ch. 56.

Earlier, FCC declined to give a declaratory ruling on the legality of the MPTV proposal [B•T, April 19]. MPTV proposes to supply high quality films to uhf and vhf stations at no cost other than permission to act as "agent" in selling the station's available spots and retaining the income therefrom in the amount of the dollar value of the films.

In a letter to WTAO-TV, FCC held the agreement with MPTV does not appear to violate provisions of the Communications Act because the station retains control over programs aired and acceptance of sponsors.

MPTV officials last week said they are happy that WTAO-TV accepted their original plan for this type of operation, but otherwise had no comment on the FCC interpretation.

MPTV earlier contended the films-for-spots plan does not suffer from "the defects inherent in the 'time brokerage' or 'reservation of time' agreements which the FCC has frowned upon in the past" because the stations retain full rights and responsibility.

The Commission wrote WTAO-TV as follows:

This is in reply to your letter of May 14, 1954, requesting a ruling by the Commission on the legality under the Communications Act and applicable Commission rules and policies of an arrangement between Middlesex Broadcasting Corp. [WTAO-TV] and Motion Pictures for Television Inc. (MPTV).

Under the arrangement as described in your letter and the attached agreement, MPTV supplies to you a quantity of selected film for telecasting. You then select the film deemed desirable. No direct cash payment is made for the use of such film; instead, MPTV is authorized to sell, in accordance with your then outstanding rate card, a specified number of spot announcements to be telecast over your facilities at times designated by you. The number of announcements so sold is determined by equating the dollar value of the film supplied to the dollar value of the time in which such announcements are to be made. The amounts so received by MPTV constitute the latter's full payment for the films furnished by it to your station. Your letter also states, "All spots sold by MPTV will be sold subject to the station's approval of sponsor, sponsor's product, and program content; and at all times, we shall retain full right to determine, select, supervise, and control the program content and the selection of program sponsors."

We have examined the arrangement and the agreement. In view of the fact that the station exercises control over the films to be presented and over the sponsor and commercial continuity, the arrangement does not appear to contravene the provisions of the Communications Act or Commission policies insofar as we can determine from a reading of the agreement. It must be recognized, of course, that in any particular case, the determination whether policy or legal problems are presented in light of actual operation under the agreement must depend upon the facts of the particular case together with the applicable law and policy.

TPA's Future Plans Will Place Firm on Top—Gordon

PREDICTION was voiced last week by Milton A. Gordon, president of Television Programs of America, that future plans for TPA products will place the company "indisputably in the No. 1 position in the industry." He released the statement following two weeks of conferences in New York with top officials of the company.

MR. GORDON

"These meetings will result in new standards for the television film business, Mr. Gordon said, "because our future products will create a new realization of what top quality television films can look like."

Michael Sillerman, executive vice president of TPA, announced he has called a special sales meeting in New York for reports on current sales on company properties. According to Mr. Sillerman, *Ramar of the Jungle* is now carried in 118 markets; *Your Star Showcase*, with Edward Arnold, as host, in 120 markets; the Edward Small feature package, 115 markets. He reported that the sale of *Lassie* to Campbell Soup Co. will be augmented by sales of other programs to be announced shortly.

BONDED PLANS UNIT TV FILM SHIPMENTS

PLAN for consolidating shipments of tv films to and from stations, estimated as effecting industrywide savings in transportation costs of a minimum of $1 million a year, roughly 20% of the present cost, was revealed last week by Chester M. Ross, president of Bonded Television Film Service (division of Bonded Film Storage Co.).

In addition to the money savings, the consolidation will eliminate the administrative headaches at the stations which now have film coming in from a dozen or more sources to which it must be returned. Conversations already held with station managers, he said, indicate that to many of them the convenience of dealing with a single central film distributor would be worth while if it cost them more, rather than less than at present.

Describing the situation now prevailing, Mr. Ross pointed out that "over 95% of the film used by tv stations is being shipped from New York, Los Angeles and Chicago, with the cost both ways borne in some cases by stations alone, in others by the shipper alone (network or sponsor) and in some instances split between the shipper and the station."

With a 50-pound minimum fee applied by most air freight shippers, most commonly used for transporting tv films, and a half-hour reel of film weighing about five pounds, it is as cheap to ship ten half-hour programs as one, Mr. Ross explained. Reduced shipping costs would more than pay for Bonded's proposed service, he said, stating a willingness to guarantee any station that whatever Bonded's charges are, they will be less than the station presently spends for this service.

In addition to its value to tv stations, the consolidated operation proposed by Bonded will aid distributors and other shippers of tv films, not only through reduced shipping charges but also by speeding the "turn around" time, Mr. Ross said. It now takes from 20 days to a month, he said, for a tv film distributor to send a film to a station and receive it back after it has been telecast. The speed-up inherent in the centralized service, he noted, will permit greater use of each print and so reduce the number of prints required. He estimated that the savings might be as much as 40% in print cost.

The consolidated shipping service would be confined to program films and would not be used for filmed tv commercials, according to current thinking, Mr. Ross said. Film commercials, he said, do not have the same delivery problems as program films and are usually sent parcel post.

In announcing the consolidation plan at a news luncheon in New York, Mr. Ross said that the company hopes to put it into effect within 30 days. The firm's representatives will start in the field immediately, explaining the plan to stations. Since the problem is of primary concern to stations, he said, "we shall start at the station level and work back to the distributor level."

Looking to the future, Mr. Ross said perhaps stations may some day be served by National Film Service, which delivers films to movie theatres in and around the nation's largest cities and picks up the films after their run is ended, returning them to the film distributor or sending them on to the next city in which they are to be shown. Through National Film Service, of which he is executive vice president, "film handlers and shippers in 34 important areas in the country could serve stations on a daily basis. This would result in savings not only in cost of transport but in rapid print use and localized inspection and repair of film."

BBC Buys 'Cisco'

SALES of *Cisco Kid* tv filmed series to the BBC was announced last week by John L. Sinn, president of Ziv Television Programs Inc. This was said to be the second major export sale by Ziv Tv, which previously had announced that a Spanish-language version of *Cisco Kid*, *Favorite Story*, *The Unexpected*, *Yesterday's Newsreel* and *Boston Blackie* had been sold to stations in Central and South America.

Pathe Asks FTC to Stop Technicolor's Use of Term

PATHE LABS, New York, last week asked the Federal Trade Commission to halt the Technicolor Corp.'s use of the term "Technicolor" for film processed in Eastman color process, on the grounds of unfair competition.

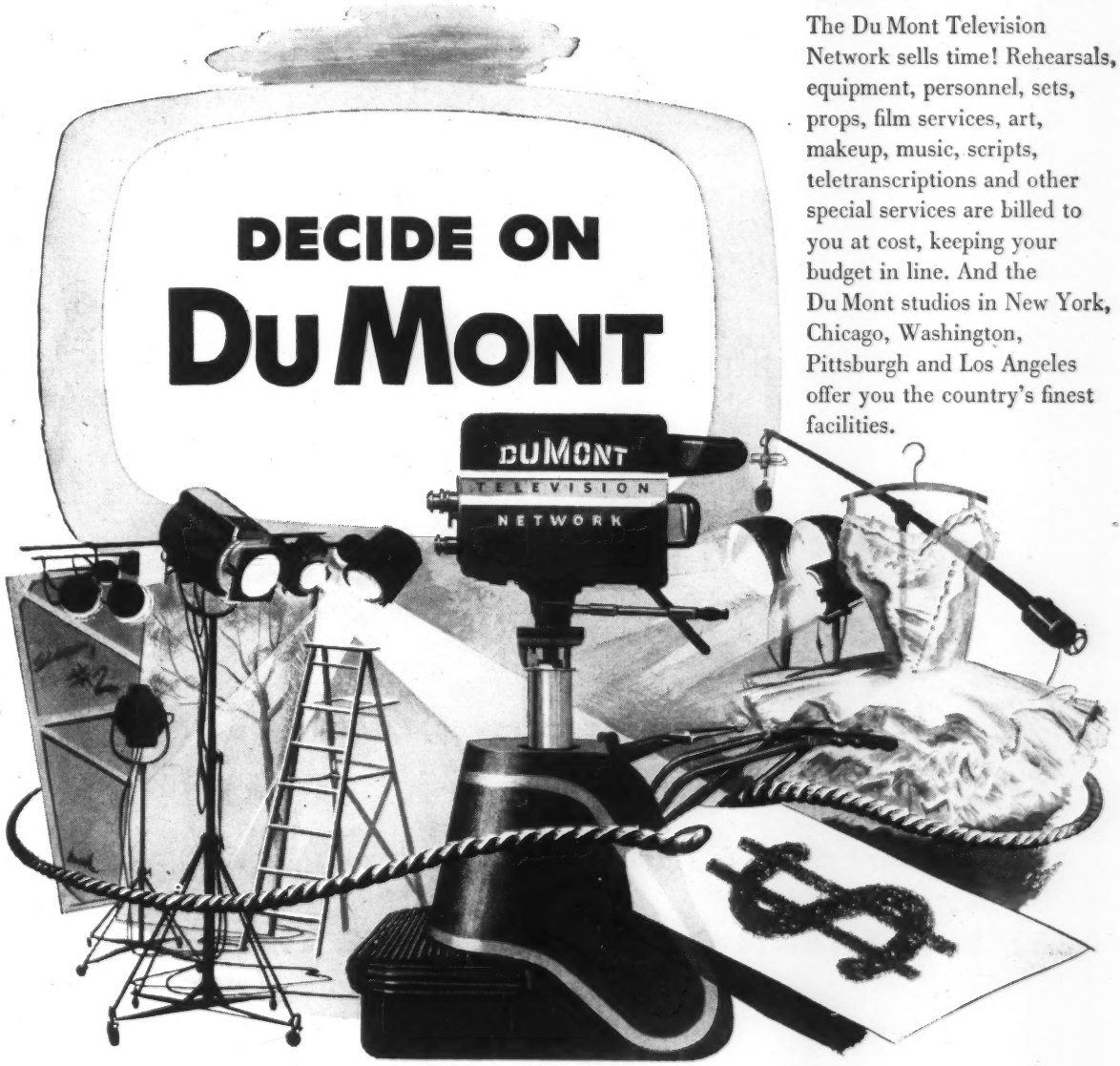
"We ordinarily would have no objection to the use of the trademark," James L. Wolcott, executive vice president of Pathe Labs, stated. "However, through 20 years, when it was used only to denote the patented, dye transfer imbibition process, the word 'technicolor' has lost its identity merely as a trademark and has become, in the minds of the public, a particular process. It is misleading, therefore, to shift at this stage from an exclusive, patented process, to a competetive process, and still apply the original designation."

In reply, a Technicolor spokesman claimed that "Technicolor" is a trade-marked name and can be used on any print manufactured by Technicolor, no matter what the process.

Animations by Screen Gems

ESTABLISHMENT of an animation department at Screen Gems, New York, to be headed by Volus Jones, was announced last week by Ralph Cohn, vice president and general manager. Mr. Jones has been an animator with Walt Disney for the past 16 years, and for the last three years has concentrated on production of animated tv commercials for various national advertisers.

Decide on the Network with Lowest Production Costs



The Du Mont Television Network sells time! Rehearsals, equipment, personnel, sets, props, film services, art, makeup, music, scripts, teletranscriptions and other special services are billed to you at cost, keeping your budget in line. And the Du Mont studios in New York, Chicago, Washington, Pittsburgh and Los Angeles offer you the country's finest facilities.

● **LOWER TIME COSTS**
You save regionally or nationally on the Du Mont Network. For example, in the 5 largest U. S. markets alone, other networks cost as much as 13% to 46.1% more. In addition the Du Mont Network has the most favorable discount structure.

● **NO "MUST-BUY" PROGRAMS**
Du Mont availabilities let you "buy" or build and become the sole sponsor of a program that meets your selling needs.

● **TIME PERIOD PROTECTION**
The Du Mont Television Network has always protected its sponsors. When you decide on Du Mont you have a *time franchise*.

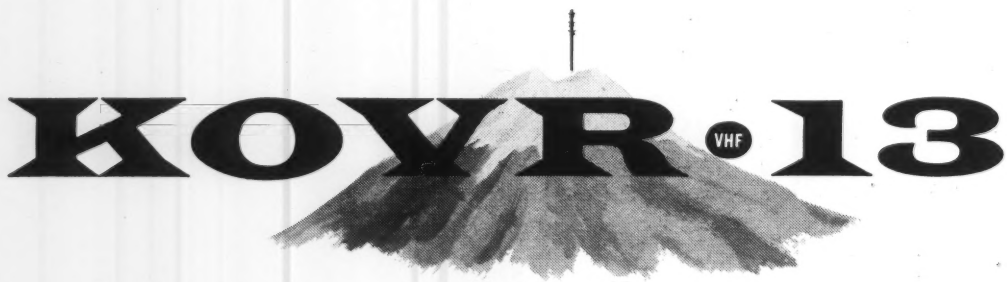
IT PAYS TO DECIDE ON THE

DU MONT
TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y. MUrray Hill 8-2600
435 N. Michigan Avenue, Chicago 11, Ill. MO 4-6262
A Division of The Allen B. Du Mont Laboratories, Inc.

BLAIR TV INC.

now representing America's greatest TV time buy...



TELEVISION DIABLO, STOCKTON, CALIFORNIA

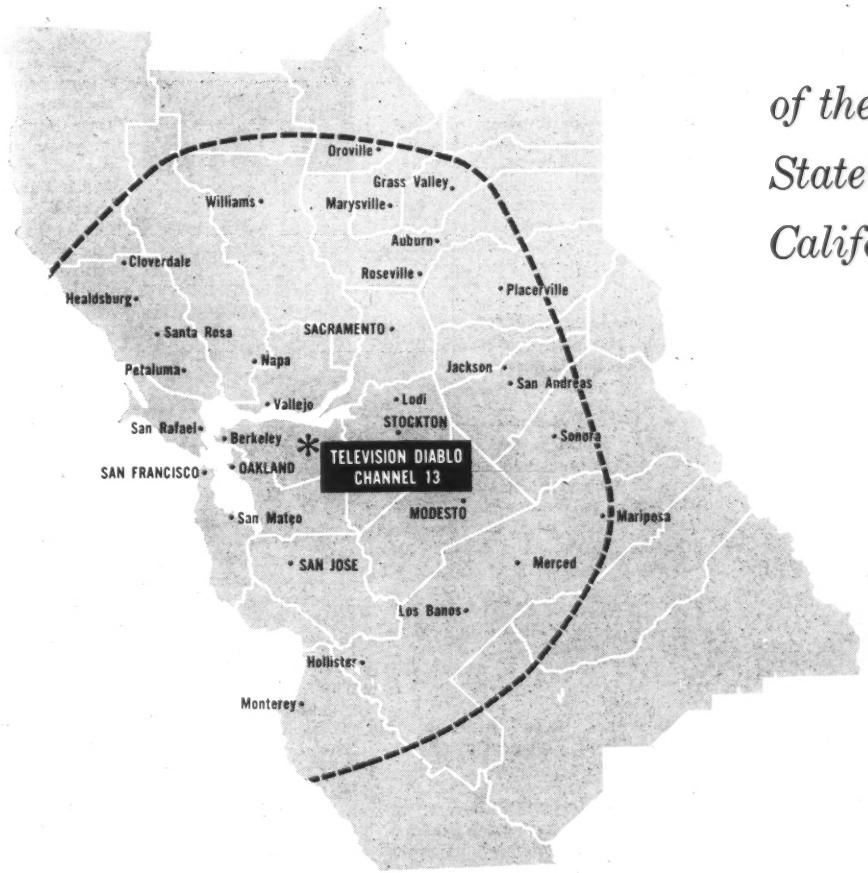
You can't afford to leave out the TV station that...

COVERS NORTHERN CALIFORNIA LIKE THE SUN!

BLAIR TV OFFICES IN PRINCIPAL CITIES

NEW YORK, 150 East 43rd St., MUrray Hill 2-5644
BOSTON, Statler Office Bldg., HUbbard 2-3163
CHICAGO, 520 N. Michigan Ave., SUperior 7-5580
ST. LOUIS, 1037 Paul Brown Bldg., CHestnut 1-5688
DETROIT, 524 Book Bldg., WOodward 1-6030
LOS ANGELES, 3460 Wilshire Blvd., DUnkirk 7-1333
SAN FRANCISCO, 3010 Russ Bldg., YUkon 2-7068
DALLAS, Rio Grande Nat. Bldg., Riverside 4228
JACKSONVILLE, FLA., 1402 Barnett Bank Bldg., JAcksonville 6-5770

41%
KOVR-age



of the Golden State of California

KOVR *First and only VHF station covering all the 27 counties of the great California Central Valley.*

KOVR *Original programming and rates based on this virgin coverage—with BONUS coverage of the entire coastal range including the San Francisco Bay area.*

KOVR *Over 4-million population and growing fast.*

KOVR *Transmitting a VHF signal from 4012-foot height atop Mt. Diablo.*

41% CALIFORNIA KOVR-age 13

TV Diablo, Channel 13 • Stockton, Calif.

FILM SALES

Jack Denove Productions, Hollywood, announces it has signed the **Pacific Telephone Co.** to sponsor new half-hour tv film series, *This Is Your Music,* in California, Washington and Oregon.

WABT (TV) Birmingham, Ala., acquires 52 westerns for telecasting over one-year period, starting Sept. 6, from **Louis Weiss & Co.,** Los Angeles. **WMCT (TV)** Memphis contracts for two-run rights to 15 of the firm's cartoons.

Henry Quednau Inc., Tampa, Fla., acquires 52 *Ringside With the Rasslers* half-hour films from **George Bagnall & Assoc.,** Beverly Hills, for showing on WDBO-TV Orlando, Fla. Bagnall firm also has sold 195 *Crusader Rabbit* five-minute films to KEYT (TV) Santa Barbara, Calif.

Milton Hammer Productions announces 52-week sales of *Washington Spotlight,* moderated by Marquis Childs, to KVTV (TV) Sioux City, Iowa; KTNT-TV Tacoma, Wash; WSJV (TV) Elkhart, Ind.; KIMA-TV Yakima, Wash., and KXLY (TV) Spokane.

Screen Gems, N. Y., reported a fortnight ago it has sold 52 programs of *Ford Theatre* to WDBO-TV Orlando and to **Sears Roebuck** for presentation over KMBT-TV Beaumont, Tex., and 26 programs to **Safeway Stores** in Tulsa and Oklahoma City. Screen Gems also has sold 26 programs of *The Big Playback,* currently in production, to KBES-TV Medford, Ore.; KLAS-TV Las Vegas; KOOK-TV Billings, Mont.; KIDO-TV Boise, Idaho; WILK-TV Wilkes-Barre, and **Horton-Noyes Adv.,** Providence.

FILM PRODUCTION

Stuart Reynolds Productions, L. A., announces that production will begin shortly on tv filmed version of *Mr. President,* which has been on radio for past seven years. Half-hour filmed series is expected to be ready for distribution in fall.

Five Star Productions, Hollywood, is completing four new series of tv film commercials for the following accounts: **Anheuser-Busch Inc.** (Budweiser), through D'Arcy Adv. Co., both St. Louis; **Falls City Brewing Co.,** Louisville, through Prater Adv. Agency, St. Louis; **Gulf Brewing Co.** (Grand Prize), through Foote, Cone & Belding, both Houston, and **Olympia Brewing Co.,** Olympia, through Botsford, Constantine & Gardner, Seattle.

Rawlins-Grant Inc., California Studios, Hollywood, in association with **Gross-Krasne Inc.,** is preparing 39 half-hour films in *Mayor of the Town* series at a cost of more than $1 million, according to a firm spokesman. Academy Award winner **Thomas Mitchell** is set to star in the series, based on the former CBS Radio program starring **Lionel Barrymore.** Shooting on the first script, by **Erna Lazarus,** starts July 6. National sales will be handled by **William Morris Agency,** with **United Television Programs** in charge of regional sales and syndication. **Marvin Young Assoc.** is the packager.

Fotovox Inc., Memphis, has completed the first half-hour film in *Delinquent Angels* for **Hallmark Productions,** Hollywood, and is readying production on 12 more films. Series is based on the court cases and career of **Judge Camille Kelley,** portrayed by tv and stage actress **Peg Hillias.**

Screen Gems Inc., Hollywood, with "The Trouble With Youth," starring **Paul Douglas,** starts the third successive year of 39 films for NBC-TV *Ford Theatre.* Also shooting is "Daughter of Mine" with **Margaret O'Brien,** making her tv film debut, **Maureen O'Sullivan** and **Richard Jaeckel,** and "Shadow of Truth," which co-stars **Thomas Mitchell** and **Sidney Blackmer.** Screen Gems currently has 10 scripts ready for the 1954-55 season with writers at work on 18 more.

McCadden Corp., Hollywood, is shooting two films for fall release on CBS-TV *Jack Benny Show* with **Ralph Levy** directing. No guest stars appear with the comedian in these episodes.

FILM PEOPLE

Argyle Nelson, production manager, Desilu Productions, Hollywood, named vice president in charge of operations.

John Capsis, writer and director of documentaries and special films, appointed writer-director, Screen Gems Inc., N. Y.

Dwight William Whiting, formerly sales manager, KTTV (TV) Los Angeles, appointed manager, new West Coast offices, Official Films. Address: 275 South Beverly Dr., Beverly Hills, Calif.

Cy Kaplan, sales manager, WGTH Hartford, appointed eastern sales staff, Television Programs of America, headquartered in New York.

Bert Stolpe, *Des Moines Register & Tribune,* will represent Louis Weiss & Co. in Kansas, Missouri, Iowa, Minnesota, Nebraska, North and South Dakota. **Robert Patrick,** associated with Television Film Distributors Inc., Denver, will represent the Weiss firm in Colorado, Wyoming, Montana, Idaho, Utah and New Mexico.

Henry Taylor has been signed by H-L Productions, Hollywood, to write second group of 13 quarter-hour films in *A Scene With a Star* tv series, which George Bagnall & Assoc. will distribute.

Frank Edwards, Warner Bros., Burbank, to Roland Reed Productions, Culver City, as assistant casting director.

Bill Thompson, who portrays "Old Timer" on NBC Radio *Fibber McGee and Molly* and has supplied voices for many Walt Disney cartoon characters, signed by the producer for "How Do You Doodle?" part of the "Fantasyland" segment of ABC-TV *Disneyland* series.

Trudy Wroe, who does singing tv commercials for Paper-Mate Pen, signed by Gross-Krasne Inc., Hollywood, to portray Lorelei in *Big Town* series.

Jack Lemmon, New York tv actor, assigned role of Ensign Pulver in Warner Bros. feature film, "Mr. Roberts."

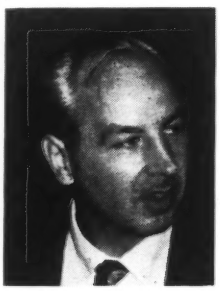
Arthur A. Engel, Hollywood tv film consultant, addresses Santa Barbara Advertising Club on "Hollywoods' Growing Importance to Advertising" today (Monday).

Walter Compton, publicist, RKO Pictures, Hollywood, and president, Publicists Guild, to Walter E. Kline & Assocs., Hollywood public relations firm, as vice president and general manager of West Coast operation.

Robert Coryell, William Morris Agency Inc., Beverly Hills, and **George Rosenberg,** owner of agency bearing his name, same city, form Rosenberg-Coryell Agency, tv-motion picture agency-packaging firm. Offices: 211 S. Beverly Dr., same city.

Stone Leaves WITV (TV) For Full Keystone Duties

WALLACE E. STONE, sales manager of WITV (TV) Fort Lauderdale, Fla., since it began operations six months ago, has announced his resignation, effective the end of last week, to devote his time to Keystone Enterprises Inc., of which he is vice president [B•T, June 14].



MR. STONE

Keystone is a local tv program packaging organization serving agencies and clients principally in the south Florida area. Mr. Stone will supervise the agency service department which handles commercial and program planning for agencies without tv departments. The firm, which also works on promotion planning for new tv stations, is currently packaging a local weather show featuring Maxine Barrat, formerly of WABD (TV) New York and Broadway musicals. Keystone has offices in Miami.

BMI Asks Dismissal Of Songwriters Suit

DISMISSAL of the $150 million conspiracy suit of Songwriters of America against BMI, the networks, record companies and other broadcasting organizations and individuals [B•T, Nov. 16, 1953] is asked by BMI, its affiliated companies and its directors and officers in an answer filed last Tuesday with the U. S. District Court in New York by BMI attorneys, Rosenman, Goldmark, Colin & Kaye.

Denying all charges in the complaint of the plaintiffs, a group of 33 ASCAP writer members organized as Songwriters of America for the purposes of the suit, the BMI answer points out that some of the claims in the complaint, if they exist, are more than six years old and are barred by the statute of limitations. By refraining until last November in beginning legal action, the plantiffs have been so negligent as to prevent their maintaining the action, the reply states.

Noting that the songwriters have "transferred to various persons, firms, associations and corporations at least the radio and television performing rights and, as to most of the plaintiffs, the recording rights," the BMI answer says that "as to the rights so transferred, plaintiffs have no property or business susceptible of injury under the anti-trust laws." Further, as members of ASCAP, they are bound by the covenant made by ASCAP on Oct. 30, 1941, not to sue BMI, its directors and officers, for any violation of federal anti-trust laws prior to that date, the answer charges.

"The court has no jurisdiction under the anti-trust laws to grant at the instance of the plaintiffs the permanent mandatory injunction for the divestiture and dissolution requested by the complaint in paragraph 11 of the prayer for relief in the complaint," BMI's answer concludes, asking for dismissal with costs.

BMI in Second Swing

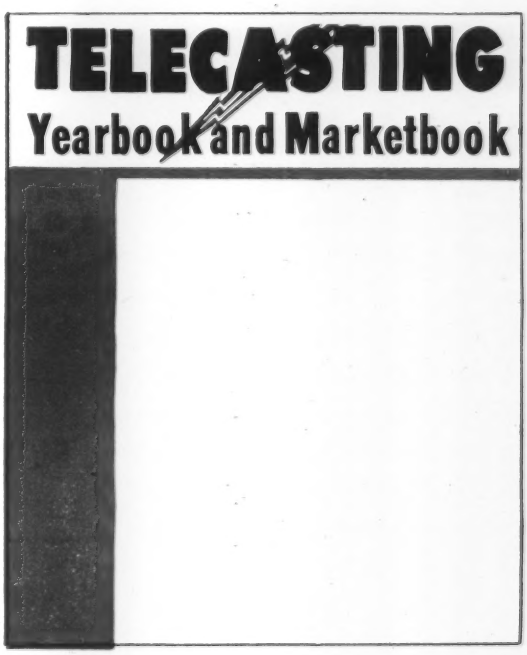
BMI last Monday began the second and final phase of its 1954 series of program clinics, with the first session scheduled at Butte, Mont. Seven additional clinics will be held through this Friday.

The 1954-55 Telecasting Yearbook and Marketbook is now in Production

THE BUYERS' GUIDE of the TV business. . . . the all-inclusive 1954 TELECASTING Yearbook & Marketbook . . . is now in production. Timed for fall buying, the 16,000 editions will be published in mid-August.

The 500 page fact-packed TELECASTING Yearbook & Marketbook meets the urgent need for up-to-date data on burgeoning TV. That's why, in 1953, some 327 astute advertisers used space in television's "One BOOK Reference Library".

You'll find your important customers . . . agencies . . . advertisers . . . stations . . . using the TELECASTING Yearbook & Marketbook practically every working day. That's why it's your Best Year-Round Advertising value. Reserve space today!



DEADLINES:

Advertising deadline is July 19 (for proof); final closing is August 1. Minimum space for station directory positions is a half page; space for all other directories ranges from 1/6 page to spreads.

Place your reservation with the nearest Broadcasting • Telecasting Office

WASHINGTON, D. C.
1735 DeSales Street, N. W.
Metropolitan 8-1022

CHICAGO
360 N. Michigan Avenue
Central 6-4115

NEW YORK
444 Madison Avenue
Plaza 5-8355

HOLLYWOOD
Taft Bldg., Hollywood & Vine
Hollywood 3-8181

Yes, FLINT, MICHIGAN is a RICH market where effective family buying is MUCH HIGHER THAN THE NATIONAL AVERAGE . . . FLINT, the largest GENERAL MOTORS PLANT CITY in the world, is a BIG market (293,400 people) and it's an ACTIVE market ($392,193,000 in retail sales last year*) . . . and WFDF is FIRST in FLINT. To make YOUR sales grow, tell your sales story over busy, bustling WFDF and make SURE of a share of the RICH FLINT MARKET.

* Above figures from SRDS consumer Markets—1954

FLINT, MICHIGAN

WFDF — NBC AFFILIATE

"Our 32nd Year in Flint"

Represented by the KATZ AGENCY

Associated with: WOOD and WOOD-TV Grand Rapids
WFBM and WFBM-TV Indianapolis — WEOA Evansville

WOR-TV, Phonevision Test 'Proved' System—Zenith

THE RECENT field test of Phonevision conducted jointly by WOR-TV New York and Zenith Radio Corp. in Manhattan and nearby areas proved "conclusively" that the coding and decoding system functioned perfectly in highly congested areas, it was claimed last week.

Dr. Alexander Ellett, vice president in charge of research, made this statement after an evaluation of Zenith's week-long technical tests which ended June 4 [AT DEADLINE, June 7]. He said the system worked perfectly in areas with apartment buildings, noting the usual difficulty there of obtaining good reception of regular tv programs without antenna maneuvers. Zenith described this as perhaps "its most important finding." He stated:

"Careful examination of our results in these congested areas [Brooklyn, the Bronx, and Harlem, etc.] shows that in locations and under conditions where it is possible to get an acceptable television picture today it will be possible to get good Phonevision service. This means that if Phonevision is authorized by FCC and put into commercial operation, its fine program service will be available to people in every area where it is possible to get satisfactory reception of regular television."

Full Program Sponsorship Is Trend in Radio—Unger

TREND among advertisers toward full sponsorship of quality radio programs rather than spot participations at the local level was reported last week by Alvin E. Unger, vice president in charge of sales, Frederic W. Ziv Co.

Mr. Unger said this buying pattern on the part of advertisers was disclosed by broadcasters visiting the Ziv company exhibit at the NARTB convention in Chicago. Additionally, Mr. Unger reported, broadcasters noted a swing to radio among advertisers who have become "stymied by high tv rates or a lack of time for program availabilities." He said it was the consensus among station executives that radio programming rates were "very low" on a strict dollar-for-dollar return basis.

Radio's continuing strength, Mr. Unger commented, is reflected in Ziv Radio's business curve. He disclosed that in the 11-month period since last July, the company's business total was 39% higher than in any other similar period.

WBS Expands Talent Roster With Five New Personalities

ADDITION of five new personalities to the talent roster of World Broadcasting System was announced last week by Herbert Gordon, vice president in charge of programming for WBS.

The latest performers to join include Les Baxter and his orchestra, Harry James and his band, Helen O'Connell, Oscar Peterson and the World Salon Orchestra under Irv Orton. This latest move, Mr. Gordon said, is "part of the continuing talent expansion program, which began a year ago and which in recent months saw such stars as Gisele MacKensie, The Sportsmen Quartet and Kenn Griffing join World's talent line-up."

Mr. Gordon also announced WBS has prepared a special program package for Independence Day, which is free to subscribers, and a Dominion Day show for Canadian affiliates, titled "The Fruits of Liberty."

Everyone has something he does best . . .

We'll go that statement one better. What *we* do best is also the *only* thing we do—the finest possible representation for quality television stations. The mainspring of our success is that we serve *only* them—and *only* television. If you believe that quality representation should have all the dependability of a fine watch, then we have a premise in common that may deserve pursuing further.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

the *only* representative devoted *only* to television

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

P&G'S TAB FOR NETWORK TIME IN APRIL: $3 MILLION

PIB figures also indicate that tobacco advertisers since 1950 have shifted emphasis of network buying to tv. Both radio and tv registered gains since 1950 among automotive advertisers.

MORE than ever the best customer of the broadcast networks, Procter & Gamble Co., in April purchased more than $3 million worth of their time (at gross rates), using a little more than $1 million worth of time on the radio networks and nearly $2 million worth on the tv networks (see top ten tables), as calculated from Publishers Information Bureau records of network advertising revenue.

The tables listing the first ten time purchasers in each type of network include five of the same companies: two soap companies (P & G and Colgate-Palmolive), two food companies (General Foods and General Mills) and a toiletries company (Gillette, with its subsidiary Toni). Soaps, foods and toiletries also comprise the type of product advertised by the other five radio network leaders: Miles, Lever, Sterling, Swift and American Home.

Television's top ten, however, includes, in addition to those already named, two motor manufacturers (Chrysler and General Motors) and three tobacco companies (American, Reynolds and Liggett & Myers). Looking at the total automotive and tobacco time purchases on the radio and tv networks over a five-year period, for all advertisers in these categories, reveals that while the tobacco advertisers seem to have transferred their business from radio to tv to a large degree, the volume of automotive advertising on radio, after an initial fall-off, has risen along with the tv expenditures of this class.

Here's what happened to tobacco network time purchases over the last five Aprils, according to PIB reports:

April	Radio	Tv
1950	$2,068,250	$424,038
1951	1,900,724	1,232,325
1952	1,596,520	2,331,600
1953	1,415,249	2,874,283
1954	808,240	3,556,263

And, for the same period, these are the PIB figures for network time purchases of automotive advertisers:

April	Radio	Tv
1950	$614,397	$379,119
1951	385,137	775,673
1952	319,125	1,170,975
1953	506,772	1,409,113
1954	784,910	2,330,968

* * *

Top Ten in Radio During April, 1954

1.	Procter & Gamble Co.	$1,188,195
2.	Miles Labs	666,778
3.	Colgate-Palmolive Co.	476,806
4.	Gillette Co.	450,904
5.	Lever Brothers	375,110
6.	General Foods	360,216
7.	Sterling Drug	324,689
8.	Swift & Co.	292,739
9.	American Home Products Corp.	288,160
10.	General Mills	277,424

Top Ten in Tv in April, 1954

1.	Procter & Gamble Co.	$1,988,830
2.	Colgate-Palmolive Co.	1,068,601
3.	General Motors Corp.	971,312
4.	R. J. Reynolds Tobacco Co.	925,432
5.	General Foods Corp.	783,728
6.	American Tobacco Co.	729,691
7.	General Mills	699,613
8.	Gillette Co.	597,308
9.	Chrysler Corp.	590,439
10.	Liggett & Myers Tobacco Co.	560,441

* * *

Leading Radio Network Advertisers by Product Groups During April, 1954

Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 34,429
Apparel, Footwear & Access.	Knomark Mfg. Co.	67,661
Automotive, Auto. Equip. & Access.	Willys Motors Inc.	196,586
Beer, Wine & Liquor	Anheuser-Busch	152,583
Building Materials	Johns-Manville Corp.	104,278
Confectionery & Soft Drinks	William Wrigley Jr. Co.	121,222
Consumer Services	AT&T Co.	62,752
Drugs & Remedies	Miles Labs	666,752
Food & Food Products	General Foods Corp.	360,216
Gasoline & Other Fuels	Standard Oil Co. of Indiana	105,393
Horticulture	Jackson & Perkins Co.	28,088
Household Equipment	Philco Corp.	95,019
Household Furnishings	Owens-Corning Fiberglas Co.	33,688
Industrial Materials	General Electric Co.	69,118
Insurance	Prudential Ins. Co. of America	68,670
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Co.	124,681
Office Equip., Stationery & Writing Supplies	Minnesota Mining & Mfg. Co.	67,111
Publishing & Media	Thomas Nelson & Son	24,746
Radio, Tv Sets, Phonographs & Musical Instruments	General Electric Co.	86,389
Smoking Materials	P. Lorillard Co.	265,708
Soaps, Cleansers & Polishes	Procter & Gamble Co.	784,644
Toiletries & Toilet Goods	Gillette Co.	450,904
Transportation, Travel & Resorts	Assn. of American Railroads	63,228
Miscellaneous	American Federation of Labor	109,359

Leading Tv Network Advertisers in Each Product Group During April, 1954

Apparel, Footwear & Access.	Knomark Mfg. Co.	$ 67,312
Automotive, Auto. Equip. & Supplies	General Motors Corp.	819,311
Beer, Wine & Liquor	Pabst Brewing Co.	214,272
Bldg. Material and Fixtures	Sherwin-Williams Co.	79,905
Confectionery & Soft Drinks	Coca-Cola Co.	241,634
Consumer Services	Electric Co. Adv. Program	70,212
Drugs & Remedies	American Home Products Corp.	305,854
Food & Food Products	General Foods Corp.	783,728
Gasoline, Lubricants & Other Fuels	Gulf Oil Corp.	157,485
Horticulture	Florists' Telegraph Delivery Service Assn.	11,669
Household Equipment	General Electric Co.	409,423
Household Furnishings	International Silver Co.	201,153
Industrial Materials	Reynolds Metals Co.	131,283
Insurance	Prudential Insurance Co. of America	80,292
Jewelry, Optical Goods & Cameras	Speidel Corp.	75,954
Office Equipment, Stationery & Writing Supplies	Hallmark Cards	160,960
Publishing & Media	Kiplinger Washington Agency	6,198
Radios, Tv Sets, Phonographs & Musical Instruments	Philco Corp.	234,635
Smoking Materials	R. J. Reynolds Tobacco Co.	925,432
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,854,496
Toiletries & Toilet Goods	Colgate-Palmolive Co.	847,448
Transportation & Resorts	Pan American World Airways	36,900
Miscellaneous	Swift & Co.	110,833

* * *

Gross Radio Network Time Sales by Product Groups for April and January-April, 1954, Compared to 1953

	April 1954	Jan.-April 1954	April 1953	Jan.-April 1953
Agriculture & Farming	$ 90,251	$ 357,799	$ 106,420	$ 426,054
Apparel, Footwear & Access.	67,661	263,843	140,047	437,233
Automotive, Auto. Access. & Equipment	784,910	3,402,754	506,772	2,021,313
Beer, Wine & Liquor	334,714	944,783	226,645	622,201
Bldg. Materials, Equip. & Fixtures	112,786	571,275	69,738	288,149
Confectionery & Soft Drinks	185,467	896,272	214,373	942,222
Consumer Services	139,566	652,331	215,918	850,966
Drugs & Remedies	1,615,961	6,962,236	2,038,721	7,600,053
Food & Food Products	2,462,116	10,697,564	3,368,111	12,885,669
Gasoline, Lubricants & Other Fuels	441,062	2,167,192	401,631	1,710,456
Horticulture	50,728	84,688	45,018	74,188
Household Equipment & Supplies	385,258	1,400,527	614,168	2,409,647
Household Furnishings	33,688	224,901	180,735	735,622
Industrial Materials	69,118	299,897	100,130	583,633
Insurance	198,483	781,856	167,420	639,668
Jewelry, Optical Goods & Cameras	161,431	511,076	95,553	380,480
Office Equip., Stationery & Writing Supplies	133,711	435,575	66,580	283,087
Publishing & Media	60,388	241,092	17,240	67,592
Radios, Tv Sets, Phonographs & Musical Instruments	182,992	768,597	124,888	828,441
Retail Stores & Direct by Mail	...	...	1,236	4,944
Smoking Materials	808,240	4,220,219	1,415,249	5,464,414
Soaps, Cleansers & Polishes	1,358,484	5,302,634	1,331,317	4,964,502
Sporting Goods & Toys	...	294	...	...
Toiletries & Toilet Goods	1,797,120	7,266,897	2,229,379	9,128,840
Transportation, Travel & Resorts	63,228	269,142	63,392	268,989
Miscellaneous	720,851	2,920,083	417,650	1,717,768
TOTAL	$12,258,214	$51,643,527	$14,158,331	$55,336,131

Source: Publishers Information Bureau

Gross Tv Network Time Sales by Product Groups for April and January-April, 1954, Compared to 1953

	April 1954	Jan.-April 1954	April 1953	Jan.-April 1953
Apparel, Footwear & Access.	$ 281,616	$ 1,330,469	$ 264,974	$ 1,027,527
Automotive, Auto. Supplies & Equipment	2,330,968	8,968,071	1,409,113	5,485,680
Beer, Wine & Liquor	624,260	2,212,774	494,965	1,655,475
Bldg. Materials, Equip. & Fixtures	181,825	515,348	42,000	73,655
Confectionery & Soft Drinks	607,935	2,572,430	416,759	1,995,703
Consumer Services	70,212	313,121	75,360	262,572
Drugs & Remedies	958,142	4,576,111	760,651	3,276,108
Food & Food Products	5,103,578	19,721,279	3,287,570	12,155,561
Gasoline, Lubricants & Other Fuels	265,098	1,170,982	266,454	1,124,952
Horticulture	11,669	11,669	...	...
Household Equip. & Supplies	2,083,090	8,815,772	1,620,429	5,919,865
Household Furnishings	498,471	1,797,843	270,284	1,121,488
Industrial Materials	477,906	2,044,281	414,126	1,649,495
Insurance	159,080	608,022	121,678	452,787
Jewelry, Optical Goods & Cameras	275,355	957,257	246,564	961,923
Office Equip., Stationery & Writing Supplies	432,592	1,505,668	154,415	407,270
Publishing & Media	9,468	58,793	2,925	170,106
Radios, Tv Sets, Phonographs & Musical Instruments	841,032	2,969,126	285,300	1,237,733
Retail Stores & Direct by Mail	...	42,345	...	23,175
Smoking Materials	3,556,263	13,622,380	2,874,283	11,264,397
Soaps, Cleansers & Polishes	2,951,808	10,896,898	1,766,336	7,255,453
Sporting Goods & Toys	...	28,900	...	15,038
Toiletries & Toilet Goods	3,520,959	13,703,738	2,724,883	10,727,481
Transportation & Resorts	61,799	522,680	49,668	210,625
Miscellaneous	225,827	962,078	208,199	728,751
TOTAL	$25,528,953	$99,928,035	$17,756,936	$69,202,820

Source: Publishers Information Bureau

WBAP-TV *presents*

"WHAT'S COOKING" in FULL COLOR!

The personality and charm of Margret McDonald has made her the favorite with thousands of Texas housewives through her popular show, "What's Cooking" . . . now being transmitted in full color.

"What's Cooking" . . . the popular afternoon show on WBAP-TV, featuring Margret McDonald, is now being presented in full color. Monday through Friday, WBAP-TV offers this hour of recipes and household hints in all its colorful setting.

PLUS . . . color for the Ann Alden Show — an outstanding program featuring fashions, decorating ideas and news of special interest to women — Monday through Friday.

PLUS . . . the Bewley Barn Dance—color galore for this high-rated western show of music and square dancing.

PLUS . . . Vernon Isbell Beauty School showing the latest in hair fashions, even green — once a week.

AND . . . August 1, WBAP-TV will be transmitting on 100,000 watts with a 1113-foot tower-antenna — tallest in Texas! WBAP-TV — again NUMBER ONE in the great Fort Worth-Dallas market!

WBAP-TV CHANNEL 5

THE STAR-TELEGRAM STATION • ABC–NBC • FORT WORTH, TEXAS

AMON CARTER, Chairman | AMON CARTER, JR., President | HAROLD HOUGH, Director | GEORGE CRANSTON, Manager | ROY BACUS, Commercial Manager

FREE & PETERS, Inc. – National Representatives

ARB RATES 'LUCY' AS YEAR'S BEST TV

THE *I Love Lucy* series, reaching as many as 50,840,000 viewers in a single show, was the most popular tv program for 1953-54 according to an American Research Bureau compilation of the top 10 shows from its monthly national audience studies of the past eight months. *Lucy* is in first place for the second year, with *Dragnet* in second and *You Bet Your Life* third. This years's top 10 has three newcomers: *Jackie Gleason Show*, *The Life of Riley* and *Toast of the Town*. Displaced from the honored circle are: *Show of Shows*, *Comedy Hour* and *What's My Line?*. The top listings for the October through May season:

	Program	Network	Season Rating
1.	I Love Lucy	CBS	63.1
2.	Dragnet	NBC	61.0
3.	You Bet Your Life	NBC	53.6
4.	Talent Scouts	CBS	47.9
5.	Jackie Gleason	CBS	46.4
6.	Milton Berle	NBC	44.7
7.	Life of Riley	NBC	43.1
8.	Godfrey and Friends	CBS	42.9
9.	Our Miss Brooks	CBS	40.7
10.	Toast of the Town	CBS	40.2

'Lucy' and 'Dragnet' Lead Trendex, Nielsen

CBS-TV's *I Love Lucy* and NBC-TV's *Dragnet* continue to dominate the ratings picture for tv network shows, according to Trendex ratings (for June 1-7) and Nielsen-Ratings (for two weeks ending May 22).

TRENDEX

I Love Lucy (CBS)	39.0
Dragnet (NBC)	37.8
Jackie Gleason (CBS)	32.5
This Is Your Life (NBC)	31.6
Talent Scouts (CBS)	29.8
Toast of The Town (CBS)	29.8
Godfrey's Friends (CBS)	29.2
Red Buttons (CBS)	28.7
You Bet Your Life (NBC)	27.1
Fireside Theatre (NBC)	26.8

NIELSEN-RATINGS

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	16,959
2.	Dragnet (NBC)	13,518
3	Bob Hope Show (NBC)	12,317
4	Ford Theater (NBC)	11,321
5	Goodyear Tv Playhouse (NBC)	10,929
6	Pabst Blue Ribbon Bouts (CBS)	10,820
7	Jackie Gleason Show (CBS)	10,780
8	You Bet Your Life (NBC)	10,693
9	Colgate Comedy Hour (NBC)	10,551
10	Red Buttons (CBS)	10,304

% OF TV HOMES REACHED
PROGRAM STATION BASIS

Rank	Program	Homes %
1	I Love Lucy (CBS)	58.5
2	Dragnet (NBC)	48.4
3	Bob Hope Show (NBC)	45.1
4	Ford Theater (NBC)	42.4
5	Jackie Gleason Show (CBS)	40.3
6	Goodyear Tv Playhouse (NBC)	39.3
7	Arthur Godfrey's Scouts (CBS)	38.8
8	This Is Your Life (NBC)	38.6
9	You Bet Your Life (NBC)	38.0
10	Pabst Blue Ribbon Bouts (CBS)	37.9

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Arizona College Finds Phoenix Radio at 98.5%

RADIO home saturation in Greater Phoenix is 98.5%, or 96.6% for the entire area covered in a radio-tv survey conducted by the Bureau of Business Services at Arizona State College. Television saturation has reached 66% in the Greater Phoenix area, it was found, ranging downward in outlying counties to bring an overall saturation of 57.6%.

Whereas only 2.3% of tv homes in the entire sample area have more than one television set, 53% of radio homes have more than one radio receiver, or an average of 1.8 sets per home, according to the college survey.

On the basis of the total sample, 42.54% of homes read only the Phoenix morning paper, 29.10% read only the Phoenix evening paper and 12.93% read both Phoenix papers. In the Greater Phoenix area, the figures were 20.11%, 34.62% and 15.38% respectively.

A study of newspaper readership among tv set owners showed 41.20% of tv homes reading only the morning paper, 31.75% the evening paper and 16.20% both local papers. The Greater Phoenix figures were 40.50%, 33.06% and 18.73% respectively.

In the total sample area, 46.08% said they received their radio program information from newspaper schedules compared to 46.43% who obtained it by dialing from one station to another. Newspaper advertisements accounted for 4.46%, newspaper columnists for 1.57%, fan magazines for 2.82% and radio spot announcements for 0.39%. Tv program information came as follows: Newspaper schedule 71.66%, dialing 25.97%, newspaper ads 9%, tv spots 8.80%, tv fan magazines 6.54% and newspaper columnists 5.19%.

Brown to Head Committee On Integrated Media Study

LYNDON C. BROWN, vice president, Dancer-Fitzgerald-Sample, has been named chairman of a committee to develop a design for audience studies of major media on an integrated basis, the Advertising Research Foundation announced last Wednesday. The committee is tripartite, with members from advertiser, advertising agency and advertising media subscribers.

MR. BROWN

Members are: Donald B. Armstrong Jr., McCann-Erickson; Hugh M. Beville Jr., NBC; G. S. Brady, General Foods Corp.; H. D. Everett Jr., Ford Motor Co.; Stanley T. Frame, National Biscuit Co.; Paul E. J. Gerhold, Foote, Cone & Belding; Donald M. Hobart, Curtis Pub. Co.; Gordon A. Hughes, General Mills; Roger Humphries, Procter & Gamble Co.; Arno H. Johnson, J. Walter Thompson Co.; Pierre Martineau, Chicago *Tribune;* A. Edward Miller, *Life* Magazine; Raymond A. Robinson, Crowell-Collier Pub. Co.; C. A. Strangby, S. C. Johnson & Son; John C. Spurr, McGraw-Hill Pub. Co.; G. Maxwell Ule, Kenyon & Eckhardt; Alfred Whittaker, Benton & Bowles.

ARF's Kobak Cites Need For Increased Research

"TOO SMALL a percentage of the advertising and selling dollar is being spent to find out more about how to make advertising and sales expenditures more effective," Edgar Kobak, president, Advertising Research Foundation, said Wednesday at the annual convention of the Canadian Proprietary Assn. at the Thousands Islands Club, Alexandria Bay, N. Y.

"Television brings people to your sales message," he said, "but better research is needed to make the message more effective. Remember—television reaches millions of eyes and ears, but your copy has to open the minds."

TV CODE CITED AS EFFECTIVE

John Fetzer, chairman of the NARTB Code Review Board, lists benefits accrued from adherence to code in address to U. of Michigan Institute on Communications Media.

OPERATION of the NARTB Television Code, supported by 225 stations and the four tv networks, "is having a salutary effect upon most of the stations not listed as code subscribers, ac-

MR. TOWER

MR. FETZER

cording to John E. Fetzer, head of the Fetzer station group and chairman of the NARTB Code Review Board.

Mr. Fetzer and Charles H. Tower, NARTB acting labor relations manager, addressed the U. of Michigan Law School Institute on Communications Media last week, with the latter predicting a "bright future" for television and a nation "stronger economically, wiser politically and richer spiritually because of it."

Others addressing institute included FCC Comr. E. M. Webster and General Counsel Warren E. Baker.

In his review of the television code Mr. Fetzer listed some of the benefits that have come from adherence to its program and commercial clauses. One network, he said, has reviewed over 6,000 motion picture films, with nearly 200 rejected in entirety and hundreds of others edited "to remove what might be felt to be objectionable material."

Monitoring Report

Reviewing the board's monitoring activity, he told of a checkup on about 30 top programs. "Reports of this monitoring, wherein they indicated some question of relationship to the code, were fowarded to the proper code subscriber," he said. "Then, a short time thereafter, these same shows were re-checked or monitored a second time. It is important to note that in more than half of these programs, where there may have been some question as to their compliance, the subscriber had moved upon his own volition to make needed corrections.

"It is fundamental to the voluntary policy of this self-regulatory procedure to tell you that on the basis of the monitoring reports, alone, the stations and networks took voluntary corrective action."

Mr. Tower, in reviewing tv's economic problems, said gross revenue has grown from $68.4 million in 1949 to $689 million in 1953, an increase of 1,000%. He compared advertising gains for media this way: "The average tv increase per year in the last five years has been 88%. The newspaper volume over the same period has jumped 39% at a yearly average increase of 8.5%. Magazines have shown a 35% rise with an average increase of 7.7%. Radio is up 13% over the 1939 figure with an

average increase of 3% per year. The average rate of increase for all media during the period was 10.7% per year. Excluding television revenue, the average has been 8.5%. These figures show that on an overall basis tv has been paid for by new advertising dollars, not by a reduction in expenditures for other media."

As to radio, which "was assigned to the ash-can by a good many people including some broadcasters, in 1949 and 1950," Mr. Tower said "patterns of doing business are changing but it is still a great low-cost media buy. Enough investors have thought well enough of radio during the past three years to put into operation approximately 350 new am stations. In the first quarter of 1954, estimated sales of radio sets by manufacturers amounted to 2.5 million units —almost a million more than the number of tv sets sold during the same period. If radio is dead, a lot of people haven't read the funeral notice."

Fourth in 3-Station Market

Among tv problems he listed the "fourth station in a three-station market" and "the tv station in Horseshoe Corners." A minimum cost of operating a tv station might be $350,000 to $400,000 per year for the small station in a small market, he said, ranging upward in larger markets. A minimum cost might run as low as $175,000 or $200,000, with an integrated radio tie-in, economic network service and other ideal conditions. He predicted color will mean as much to tv as sound did to the movies but it, too, will bring special economic problems because of high costs.

Comr. Webster discussed problems in the non-broadcast fields, particularly mobile and point-to-point radio industries.

Mr. Baker related basic reasons underlying regulation of the radio and tv broadcasting industries because of frequency scarcity. He noted they are not monopolies like light and power companies and hence subject to regulation on that account.

Since granting a license to one applicant for radio or tv has the effect of protecting the grantee from competition of another in using the same facility, Mr. Baker indicated, "the price of success is responsibility. Whether the responsibility is discharged can be ascertained in part by examining program content."

FCC's 'Continuing Obligation'

In view of the short license period set by Congress, he said, FCC has a "continuing obligation" to review service to the public, which is not censorship, prohibited by the Communications Act. He explained:

Congress, in delegating these duties to the Commission denied it one important but not easily definable, power. In passing the Communications Act, it specifically prohibited the Federal Communications Commission from censoring material broadcast by any broadcasting station. What is meant by censorship? Certainly Congress intended to exclude the Commission from the role played by the Roman censor, who as public inspector of morals and conduct, at one period extended his heavy hand to include prohibition of, and specific punishment for, deviations from the norm in matters extending to dress, speech and mannerism. Certainly Congress intended to prevent the Commission from becoming a group of government officials primarily concerned with wielding their heavy blue pencils over every prospective script.

While I am not certain that everyone will agree with my definition of censorship, it seems to me that 'censorship', in the 20th century connotes the making known to an individual either by general or specific rule that material which he intends to broadcast, or publish, is not approved, coupled with explicit prohibition, or the implicit promise that if the material is broadcast despite this disapproval, public sanction will follow. Therefore, I do not believe that one can be censoring when in the process of determining whether it is in the public interest for a particular person to be, or continue to be, a licensee, past or prospective program policies, rather than specific programs, are evaluated. Of course, it is possible that this type of evaluation may result in abuse of the licensing authority if licenses are denied because of actions which reasonable men would not consider relative to the public

YOU CAN DOMINATE

THE NATION'S 14th LARGEST MARKET

RADIO
WGR
BASIC NBC

Buffalo's FIRST Station

The "merchandising-minded" station that is always bought *first* by advertisers who want to *sell* their products.

WGR's Salesmen of the Air:

JOHN LASCELLES
the Morning "Musical Clock" Man

Reggie & Bill KEATON
"Mr. and Mrs. Buffalo"

BOB GLACY
in "Glacy's Basement" Late Show

BILL MAZER
Sports As You Like Them

HELEN NEVILLE
The Homemaker's Friend

PLUS . . .
complete news and special event coverage

Free and Peters — *National Representatives*

STATIONS THAT SERVE BOTH THEIR AUDIENCE AND THEIR ADVERTISERS

TELEVISION
WGR-TV
BASIC NBC
CHANNEL 2

The *new* opportunity for complete, integrated product domination in the nation's 14th largest market

ON THE AIR THIS SUMMER SO IT'S NOT TOO EARLY TO MAKE YOUR PLANS

Headley-Reed — *National Representatives*

OWNED AND OPERATED BY WGR CORPORATION

...the
hooperi

*In the top ten markets surveyed by C. E. Hooper, Inc., February-April, 1954, there were no higher daytime Hooperatings than WERE's peak audience. The markets surveyed were New York, Chicago, Los Angeles, Philadelphia, Boston, Detroit, St. Louis, San Francisco, Oakland, Cleveland and Baltimore. This tremendous audience was measured before the normal upsurge from the Cleveland Indians' broadcasts carried exclusively by WERE.

Dynamic proof that WERE is vital in Northeastern Ohio the year 'round!

WERE

CLEVELAND, OHIO

XUM

highest in the U.S.*

HOOPER Cleveland Radio Audience Index February-April, 1954 proves WERE's Share of Radio Audience is first afternoons and evenings every day.

NIELSEN (Number 1) states WERE covers more homes monthly than any other radio station daytime and nighttime in Cleveland and the five surrounding counties.

PULSE showed that WERE is the only Cleveland radio station that has gained audience in the overall morning, noon and night PULSE, Monday thru Friday.

RICHARD M. KLAUS, Gen. Mgr.

Represented by VENARD, RINTOUL & McCONNELL

OFFICIAL Washington took part in a reception honoring Bette Doolittle of NARTB, recently elected eastern vice president of American Women in Radio & Television. Among the guests were (l to r) Rep. Joseph P. O'Hara (R-Minn.); Mrs. Gertrude Broderick, radio-tv education specialist, Dept. of Health, Education & Welfare; FCC Comr. Robert T. Bartley; Miss Doolittle; Robert K. Richards, NARTB administrative vice president; FCC Comr. Frieda B. Hennock; Rep. Lenor K. Sullivan (D-Mo.).

interest. However, any arbitrary abuse of discretion is a matter with which I am sure the courts are capable of dealing.

Mr. Baker felt FCC "has rather successfully navigated the narrow path between excessive interference with radio and television management on the one hand, and abandonment of any pretense of protecting the public interest on the other. The path may have wavered at times, but considering the differences of opinion and taste that reasonable men can honestly embrace, the Commission has been remarkably steadfast."

Complimenting progress of radio-tv in the U. S., he concluded:

This fine network of communications is perhaps the most effective media in a country which must take responsibility for world leadership. It both deserves and needs the highest standard of programming that can be made available. If the broadcasting industry cannot, itself, meet this challenge, public demand may well result in additional government regulation.

I do not presume to suggest what part of this challenge should be met by self-restraint and real public service thinking on the part of individual station management, or what part by enlightened network programming, any more than I would offer advice as to what place should be carved out for self-regulation by an association of broadcasters—I would not care to comment on such details as whether sanctions by the association should or should not be made possible or in fact whether they legally could be imposed.

I only say that I believe the broadcasting industry, both individually and as a group, have the necessary knowledge and talent to enable them to determine what programming is in the best interests of the public IF they wish to use those abilities.

Koster Heads R. I. Assn.

H. WILLIAM KOSTER, general manager of WPJB Providence, R. I., has been elected president of the Rhode Island Radio & Television Broadcasters Assn. Others elected were Norman H. Gittleson, manager of WJAR-TV Providence, vice president, and A. N. Armstrong, manager of WEAN Providence, secretary - treasurer. The association includes representatives of all 11 radio and two tv stations in the state. Mr. Koster succeeds Mowry Lowe of WEAN Providence as president. Mr. Gittleson moved up from the post of secretary-treasurer.

MR. KOSTER

NARTB BOARDS MEET IN D. C. THIS WEEK

Convention committee's consideration of a site for the 1955 meeting is included in the scheduled agenda.

SUMMER meeting of the NARTB combined boards will open Wednesday in Washington, with three days of separate and joint sessions on the schedule. Board committees and the convention committee will meet today (Monday) and tomorrow.

The Television Code Review Board will meet today, with two new members sitting for the first time. Chairman John E. Fetzer, WKZO-TV Kalamazoo, Mich., will preside. Joining the board officially will be William B. Quarton, WMT-TV Cedar Rapids, Iowa, and G. Richard Shafto, WIS-TV Columbia, S. C.

The convention committee will consider sites for the 1955 convention. Tentatively Washington has been proposed as the meeting site, but support for Chicago is based on its central location and hotel facilities. Kenyon Brown, KWFT Wichita Falls, Tex., is chairman of the committee.

A number of district and at-large directors will sit for the first time, along with two new tv directors [B•T, June 7].

Chairmen of the Radio and Tv Boards will be elected. President Harold E. Fellows has been serving as full board chairman since retirement of Judge Justin Miller last April 1. Judge Miller also sat as radio chairman. Robert D. Swezey, WDSU-TV New Orleans, is chairman of the tv group.

The Tv Board meets Wednesday, followed by the Radio Board Thursday and the combined boards Friday.

John F. Meagher, KYSM Mankato, Minn., has resigned as District 11 director to join NARTB as radio vice president [B•T, May 24 *et seq.*] He assumed his new post last Tuesday. The board vacancy will be filled this summer by mail ballot. Eligibility certification forms were mailed to District 11 members last week by C. E. Arney Jr., secretary-treasurer, returnable June 28. Eligibility list and nominating forms will be mailed July 2, returnable July 16. Ballot forms will be sent July 21 and must be mailed Aug. 4, with the new director to be announced Aug. 6.

REMOTE OPERATION CITED AT FAB MEET

Walker tells Floridians that NARTB will seek extension of remote operation privileges to more stations.

PETITION to extend remote control of transmitters to directional and highpower broadcast stations will be filed with the FCC by NARTB, according to A. Prose Walker, NARTB engineering manager. Addressing the Florida Assn. of Broadcasters at its Thursday-Saturday meeting, held at Miami Beach, Mr. Walker explained advantages of remote control, now permitted on am and fm stations up to and including 10 kw.

Herschel Graves, WTAL Tallahassee, FAB president, presided at the three-day meeting, which was preceded by a meeting of the advisory council and a board dinner. Seventy delegates were registered.

Thursday speakers included Curtis L. Plummer, chief of the FCC Broadcast Bureau; Reg Rollinson, general manager of Station Representatives Assn. Crusade for Spot Radio, and Mr. Walker. Friday's agenda included Rae O. Weimer, U. of Florida, journalism-communications school director; Eddie Cubbins, athletic manager, Florida State U. and election of officers. Business meeting was held Saturday morning.

Mr. Walker related how remote control equipment had paid for itself within a half-year at some stations. He told of a station that estimates 1953 savings at over $5,000 and another that realized an immediate saving of $720 a month. The campaign to obtain the remote control ruling was spearheaded by NARTB.

Remote Tv in Prospect

Many station case histories show there are no more outages and in many instances fewer than with conventional operation. Mr. Walker said the day may come when it will be feasible to operate tv transmitters by remote control.

Conceding there are some problems in remotely controlling a directional antenna, Mr. Walker said, "there are no compelling reasons why most of these antenna systems could not and should not be operated from a remote point if the stations can assure the FCC that the terms of their licenses will not be violated."

As to high-power transmitters, remote control is easier primarily because of the automatic devices built into such equipment, he said. He doubted if remote observation of current and phasing values for a directional array will defy solution, noting that it is done in Canada and Great Britain. He suggested it may be wise to ask for directional remotes on a case-by-case basis, and urged broadcasters to develop experimental data. Delaying action may be taken by unions at the station level, he cautioned, but pointed to the inevitable progress of technology and the improved station operating efficiency.

"Radio will always be an essential part of any well-rounded broadcast program to offer hard selling, high-frequency, low-cost commercials," Mr. Rollinson said. Despite the present preoccupation of advertisers and agencies with television, he reminded, "when the shakedown cruise is over and all media seek their level, I firmly believe that where tv dollars come from other appropriations they will come from the other visual media—magazines and newspapers."

Pointing out that tv is not now national and "can never expect to reach the 100% penetra-

tion of radio in terms of number of homes, number of sets per home, auto sets, portables and at work sets," Mr. Rollinson noted that a busy young housewife and mother has little time for tv, especially in the daytime. A pilot audience survey conducted by the Crusade in New York, he reported, revealed that during the morning hours, 9 a.m. to noon, there were four women radio listeners for each tv viewer. From noon to 3 p.m., radio led tv by better than two to one. The next three hours, 3-6 p.m., found radio leading by 1½ to one. From 6 to 9 p.m., radio and tv had equal audiences.

Mr. Rollinson stated that tv costs are well above those of radio, both for time and production. A recent survey of one-minute announcement rates of 50 tv stations, he reported, showed a time cost ratio ranging from 4-1 to 25-1, with an average of tv costs over radio of 10-1.

Noting that during 1953 the volume of spot and local radio business was sufficient to lift the total to a new all-time high for radio, despite a decline in network billings, Mr. Rollinson said that stronger local programming deserved a large part of the credit for the upswing in local and national spot business. He cited the outstanding success of *Life* magazine in using local personalities to ad lib commercials, the report that Halo has hit an all-time high in sales after six months in spot radio and the phenomenal sales results Maxwell House is deriving from its saturation spot buying pattern.

16 AIMS Members Meet In New Hampshire Session

WAYS of building sales of independent stations in larger areas were discussed Monday-Tuesday at the summer meeting of the Assn. of Independent Metropolitan Stations, held at Wentworth-by-the-Sea, Portsmouth, N. H. Presiding was T. S. Marshall, president of WOLF Syracuse, N. Y.

Sixteen stations were represented at the meeting. Shirtsleeve discussions covered methods of building station profits, program and audience development, personnel training, employe relations and how to sell local, regional and national advertising.

AIMS members were optimistic about radio prospects in metropolitan markets. A resolution was adopted lauding Robert D. Enoch, WXLW Indianapolis, for his organizational work on behalf of the association, including drafting of by-laws. Mr. Enoch is AIMS vice chairman. New members accepted were Robert Leder, WINS New York, and Willard Doherty, WDOK Cleveland.

Next AIMS meeting will be held Oct. 11-12 at French Lick Springs, Ind. John Hurley, WNEB Worcester, Mass., was in charge of arrangements for last week's meeting.

Florida Daytimers Organize

FLORIDA branch of Daytime Broadcasters Assn. was formed Thursday, opening day of the annual meeting of Florida Assn. of Broadcasters, held at Miami Beach (story page 58D). Jack S. Younts, WEEB Southern Pines, N. C., conducted the organizational meeting as a director of DBA.

The Florida group endorsed DBA actions taken during the meeting held at Chicago in May and voted to conduct a membership drive. Named to the steering committee were Arthur Mundorff, WPIN St. Petersburg, chairman; E. Fisher Darden, Murray C. Tillman, WARN Fort Pierce; Jim Kirk, WMOP Ocala; G. Max Kimbrel, WIPC Lake Wales; George Friend, WPLA Plant City; Herbert Schorr, WFFC Miami, and Ben Letson, WCNH Quincy.

Set your sights for a double sales vision in Memphis!

WMC covers the Mid-South with its new 640 ft. tower. With its modern half-wave antenna WMC broadcasts a stronger signal at distances of 65 miles and beyond than stations with 50,000 watts from 1,000 KC to 1,500 KC. This clear signal goes throughout the Mid-South . . . a two-billion dollar plus market.

Greater power on WMCF with *clear* reception. Now the most powerful station in the Mississippi Valley, WMCF operates on maximum permitted power of 300,000 watts from a 987 ft. tower, simultaneously with WMC's schedule. WMCF gives clear reception to thousands of FM set owners.

You're set for sales in the Mid-South with WMC and WMCF. For availabilities, write, wire or phone your nearest Branham man.

WMC Memphis NBC—790 K.C. 5000 Watts

National representatives, The Branham Company

WMCF 300 KW simultaneously duplicating AM schedule

WMCT First TV station in Memphis and the Mid-South

Owned and Operated by the Commercial Appeal

RETMA CONVENTION REFLECTS OPTIMISM FOR ORGANIZATION, INDUSTRY FUTURE

Glen McDaniel is re-elected president and general counsel of manufacturers' association. A $630,143 budget reportedly is under consideration for the upcoming fiscal year.

THE Radio-Electronics-Television Mfrs. Assn. is now "better organized to serve all segments of industry" and has "just begun a new era of greater service" with prospect of still greater growth.

In a general, long-range sense, these words by RETMA President Glen McDaniel reflected the mood and spirit of the association at its 30th anniversary convention in Chicago last week. Convention was held at the Palmer House June 15-17.

MR. McDANIEL

Mr. McDaniel was re-elected president and general counsel. Max Balcom, director-consultant of Sylvania Products Co., was elected board chairman, succeeding Robert C. Sprague, Sprague Electric Co. Leslie F. Muter, The Muter Co., was re-elected treasurer and James D. Secrest was re-elected executive vice president.

In other moves the new board elected Fred Lack, Western Electric Co., chairman of the electronics industry committee, and H. Leslie Hoffman, Hoffman Radio Corp., head of the radio-television industry committee, succeeding Mr. Balcom, one-time RETMA president.

It was understood that RETMA's finance committee recommended—and that the new board approved—a budget of $630,143 for the 1954-55 fiscal year, with a resultant saving of $114,192 under the current year. The reduction was attributed to elimination of work on some activities.

RETMA hopes to have the final draft of a letter next week placing itself on record as to whether receivers should be clearly marked as capable of receiving vhf or both uhf-vhf.

Against Hinshaw Bill

Similarly, the association is expected to side with FCC and others—notably Zenith Radio Corp.—to urge rejection of the subscription tv-common carrier measure authored by Rep. Carl Hinshaw (R-Calif.). The letter will be filed shortly with the House Interstate & Foreign Commerce Committee, to which it was referred.

Mr. McDaniel's annual report highlighted the membership luncheon Thursday.

Production of tv receivers and profits of manufacturers so far this year have trailed this time last year, Mr. McDaniel acknowledged, but retail sales the first four months have reached the highest level for that period in history. With inventories down, the set industry is more stable today than it has been.

Turning to colorcasting, Mr. McDaniel stated:

"The color television market has been slow in developing, as was expected, but there are present indications that it will gain momentum during the coming fall and winter. I believe we can look forward to a steadily growing color market. Meanwhile, black-and-white sales also should rise substantially this fall since by all indications the advent of color has by no means satisfied the public demand for black-and-white receivers at favorable price."

Mr. McDaniel lauded the work of RETMA's new uhf policy committee in helping him to prepare the industry's defense before the Senate Communications Subcommittee investigating uhf problems.

Among RETMA "achievements" for the past fiscal year, Mr. McDaniel cited adoption by FCC of compatible color tv standards worked out by the National Television Systems Committee, under aegis of RETMA; development of a cooperative industry program for limiting spurious radiation of tv receivers; Voice of Democracy contest; favorable response to its "Kite and Key" publication; fifth report on effect of tv on sports attendance, prepared by Jerry N. Jordan; work of the various groups including educational tv, trade practices, industrial relations and broadcast equipment (the latter is studying the role of boosters and satellites in uhf).

Mr. McDaniel also expressed belief "that at some later date we can develop a new dues and budget pattern which will be acceptable to all members."

Sprague Wins Medal

Mr. McDaniel presented RETMA's medal of honor to Robert C. Sprague, Sprague Electric Co., for his contributions to the industry. Mr. McDaniel lauded his long record of service. In accepting the honor, Mr. Sprague said a "hard core" of manufacturers with radio-tv and electronics interests always will continue to offer leadership for successful operation of the industry.

Elected vice presidents Thursday were Robert S. Alexander, set division; R. E. Carlson, tube; R. G. Zender, parts; H. J. Hoffman, technical products, and Floyd W. Bell. John Van Allen was named general counsel emeritus.

Additionally, there division chairmen and seven new directors were elected. Two chairmen were re-named and 17 RETMA board members were re-elected.

New directors: John C. Marshall, Arvin Industries; John L. Hanigan, Corning Glass Works; Charles F. Stromeyer, CBS-Hytron; Edward C. Tudor, Industrial Development Engineering Assoc.; W. A. Nicely, Chicago Telephone Supply Co.; William C. Jordan, Hughes Aircraft, and Lester L. Bogen, David Bogen Co. C. B. Thornton, Litton Industries, was elected director at large.

Three new division chairmen are Herbert W. Clough, Belden Mfg. Co. (parts); James D. McLean, Philco Corp. (technical products), and A. W. Ward, RCA Victor Div. (amplifier and sound equipment).

Next board meeting of RETMA will be in New York Sept. 23.

Prediction that sale and production of radio and tv sets would reflect a healthy rise this fall and winter—and that color receivers would be turned out in more substantial volume the last half of 1954—came from Robert S. Alexander, Wells-Gardner Co.

Manufacturers, distributors and dealers were surprised to note that the technical arrival of colorcasting had little effect on monochrome set sales, Mr. Alexander said. In the first part of 1954, retail tv sales equaled those in 1953 and ran ahead of factory output.

The business failures of overall manufacturers (makers of radio-tv receivers, components and other electronic products) the past 12 months poses a serious situation, H. A. Pope, National Union Radio Corp., reported on behalf of RETMA's Credit Committee. Of 33 electronic firms which suffered "financial difficulties" during the period ending last May, 12 were set makers. Over half of all the companies requiring reorganization were less than seven years old. A total of 170 firms have been beset with financial difficulties since 1945, with only 35 operating today. Total liabilities of all failing firms are about $24.8 million, according to Mr. Pope. By contrast, electronics distributors fared much better, with only eight of 1,300 firms having difficulty.

Among the reasons cited: declining sales; handling of business volume out of proportion to working capital; high fixed expenses; accumulated inventories; acceptance of military contracts at too low a price.

RETMA's Service Committee met Tuesday under chairmanship of H. J. Schulman, CBS-Columbia, who reported continued progress toward overall improvement of service to home tv set owners. Cost of servicing sets becomes increasingly important as selling prices come down, he stressed. This program has touched on the technician and customer level, he noted.

Meagher Urges Broadcasters To Work Together in Harmony

BROADCASTERS must work in harmony, "prepared for the elements that would do violence to our institutions," John F. Meagher, who assumed the NARTB radio vice presidency last Tuesday, told the tri-state meeting of broadcasters from Maine, New Hampshire and Vermont, meeting Thursday-Friday at Poland Springs, Me.

National, state and regional associations provide the vehicle for forward movement toward the broad objectives of all broadcasters plus the more localized situations, Mr. Meagher said. He listed such achievements as the FCC permission for remote control of transmitters, NARTB testimony at legislative hearings and its low-cost tower insurance. He said FCC has issued 381 grants for remote control.

Massive and Dynamic

"Broadcasting is massive and broadcasting is dynamic, and broadcasting is never free of crisis," he said. "In the 20 years since the passage of the Communications Act we have been 'on trial' much of the time. We have been attacked for our programming, our advertising, even our right to freedom and other Constitutional guarantees.

"Our manner of ownership has been challenged, even though the character of our ownership is the object of closer scrutiny than is the case in any other business or profession. We have been tested in a war, and emerged with the acclaim of government and all responsible critics. But as the trials continue—we are confident that we shall continue to emerge from each of them with our banners flying high, provided that we can work together."

Now

North Carolina's Most Powerful Station

WNAO-TV

RALEIGH, NORTH CAROLINA

operating on

182,000 WATTS

affiliated and interconnected with

CBS • NBC • ABC • DuMont

and

WNAO AM* & FM

***850 KC – 5,000 WATTS – 10,000 WATTS**

Represented Nationally by

AVERY-KNODEL, INC.

Sir Walter Television Company

Licensee WNAO-AM-FM-TV

SALESMEN CAN'T SELL, BROADCASTERS ARE TOLD

THE trouble with radio salesmen is that they don't know how to sell, and management must accept its share of the blame, the Maryland-District of Columbia Radio & Tv Broadcasters Assn. was told at its Thursday-Friday meeting, held at Ocean City, Md.

Norman S. Almony, advertising and sales promotion manager of National Brewing Co., with the largest brewery advertising budget south of New York, told the group some of the clumsy methods he finds among radio salesmen, and what should be done about it.

Among speakers at the two-day meeting, with Charles E. Smith, WTBO Cumberland, presiding, were FCC Comr. Robert E. Lee (see story page 84), Sen. John M. Butler (D-Md.), Jim Luce, chief timebuyer of J. Walter Thompson Co., and Arch Madsen, Broadcast Advertising Bureau.

Mr. Luce, discussing radio timebuying in a tv area, said the radio job actually "is much more interesting" than television. "Since the pattern of radio listening has changed so much," he said, "it is intriguing for the timebuyer to capture the right buy in radio for the most audience."

Mr. Almony told the Maryland-D. C. group that National uses 66 radio and 26 tv stations. This absorbs 80% of the total budget.

"It is really amazing to me how many radio and tv station salesmen come to our office with no definite program ideas," he said, "and it is seldom indeed that we are told why they feel

MR. ALMONY

MR. LUCE

a particular program is good for *us*. Many have absolutely no idea of the market we are trying to reach, or the market which will be reached by the particular program they recommend. Many salesmen calling on us know little about our present radio and television set-up, and if they do know, they make no effort to explain why they feel what they have to offer is better for us."

He deplored failure of sales managers to train salesmen and was even more critical of the failure "to improve their old accounts." "A customer permitted to die off is twice as hard to re-sell," he reminded, suggesting half of every salesman's time be spent on active accounts.

Many of the 92 stations used by National promote the programs, he said, but only three submit regular promotion reports to the sponsor. He contended it is the job of the station to offer suggestions for improvement when a program is not doing well.

Mr. Almony voiced surprise that few radio and tv stations show National their audience ratings. He cited the adage: "When ratings are poor, they don't mean anything. But when programs come up with a good one, 'Brother, look at the job we are doing for you'."

BAB CLINICS MOVE INTO SOUTH

BAB's series of clinics moved to various parts of the South last week, with discussions on salesmanship, sales promotion and research dominating the sessions. Kevin Sweeney, BAB president, and J. Norman Nelson, director of national promotion, conducted the clinics.

Messrs. Sweeney and Nelson urged station executives attending the New Orleans clinic to use "creative salesmanship" to sell radio. They declared that even apart from their power, frequency, affiliation, coverage and ratings, radio stations have a unique element to sell—"showmanship, which weaves daily miracles of sales magic simply by persuasion" of the voice.

In San Antonio last Tuesday, the two-man BAB team impressed upon broadcasting executives the value of utilizing BAB's cumulative audience reports by adapting them for their station's ratings and for use in sales presentations. Mr. Sweeney recommended that station salesmen stress to advertisers the advantages of purchasing time on a cumulative audience basis as a means of gaining total audiences.

Broadcasters were briefed on the 11 cumulative audience reports that BAB has published, covering unduplicated listenership for program and announcement schedules of different kinds over specific periods of time instead of merely for a single program or a single spot.

In a talk before radio executives in Memphis on June 11, Mr. Sweeney contended that "any advertiser can be sold on the use of radio advertising if he is approached with the right sales presentation." He advised the audience to adapt BAB material for their needs and thus "personalize" the presentations.

WOC-TV

TELEVISION IS UNITED SUPER MARKETS "OYSTER"

2,200 Pints of Oysters, in Fact

February 10, 1954, United Super Markets—largest independent chain grocers in Quint-Cities area—began sponsorship of "Musical Moods," Wednesdays, 9:30-10:00 p.m. This is local live program; features talented pianist-organist Marjorie Meinert and guest musicians. It has been an outstanding WOC-TV production for four years; has consistently proved it delivers responsive viewers.

Here's how *responsive* these viewers were to United's commercials. Two products were advertised—oysters and frozen chicken pot pies. Through its 15 stores, United ordinarily sells 400 pints of oysters during a weekend. The weekend after the first "Musical Moods" telecast, *United sold 2,200 pints of oysters*—a complete sell out. In addition, *United sold 4,800 chicken pot pies*—another sell out. NO OTHER ADVERTISING SUPPORTED THESE TWO PRODUCTS.

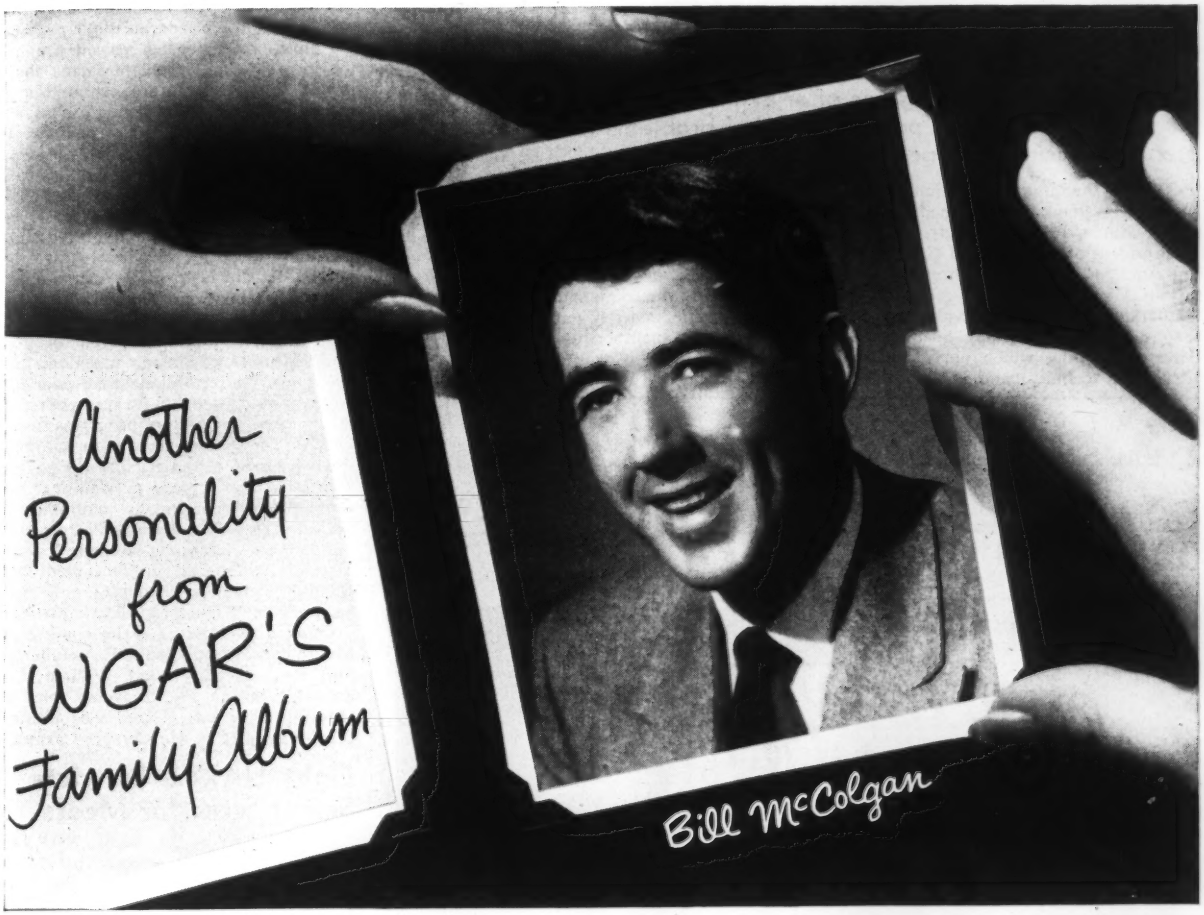
"Musical Moods" continues to produce success stories for United Super Markets . . . so successful that this big independent grocery chain has purchased an additional ½-hour weekly of WOC-TV. For example, there's the telecast early in March when "Musical Moods" practically sold this chain out of its Lenten supply of catfish, selling 6,000 pounds of this item; when it sold 2,300 packages of rose bushes for planting in 1½ days after the telecast.

If you'd like to know more about United's TV "successes" (and the successes of other WOC-TV advertisers), write us direct or contact your nearest F & P office.

FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV
Channel 6
100,000 Watts-Video
NBC Basic

The Quint Cities
COL. B. J. PALMER, *President*
ERNEST C. SANDERS,
Resident Manager
Davenport, Iowa



He scores with buyers in Northern Ohio

If you want buying *action*, you want McColgan!

Northern Ohio's ace sportscaster, Bill McColgan, knows the score. He knows what sports fans want to hear—*and* he knows how to move them to action. When he's "Speaking of Sports" nightly on his three fast-paced sports roundups, he produces the type of listener response that rings cash register bells.

One feature alone of Bill's program, his "Athlete of the Month" listener vote, draws over 5,000 cards and letters monthly! Response like this helps explain why WGAR is Northern Ohio's most-listened-to station.

Bill's voice is a familiar voice to millions. In addition to his sports roundups, which feature interviews with top sports personalities, Bill does the play-by-play announcing for the Cleveland Browns football network.

Give your sales a boost by letting Bill McColgan speak for *you* when he's "Speaking of Sports", 5:05 p.m., 6:10 p.m. and 11:10 p.m. Get the facts now from your nearest Christal representative.

WGAR

THE STATION WITH

4½ MILLION FRIENDS IN NORTHERN OHIO

CBS—Cleveland—50,000 Watts
The Peoples Broadcasting Corp.
Represented by The Henry I. Christal Co.
In Canada by Radio Time Sales, Ltd., Toronto

COMMUNITY TELEVISION ASSN. FORESEES BRIGHT PROSPECTS FOR INDUSTRY FUTURE

New York convention delegates offer evidence of growth of the antenna systems during the past year. Legal problems are seen as the most crucial facing the operators.

PROSPECTS for the future of community antenna television systems were termed "bright" last week by Martin F. Malarkey Jr. of Pottsville, Pa., president of the National Community Television Assn., at the annual three-day convention of NCTA in New York.

Mr. Malarkey offered this evaluation last Wednesday during the final-day business session of the convention, which previously had discussed various technical and legal problems confronting the industry. He pointed out there were 325 to 350 community systems in operation during the past year, and only a few had gone out of business since 1953.

As evidence of heightening interest in the industry, Mr. Malarkey said the average number of subscribers to systems has grown from 535 to 728 and membership in NCTA has risen from 64 to 104 this year.

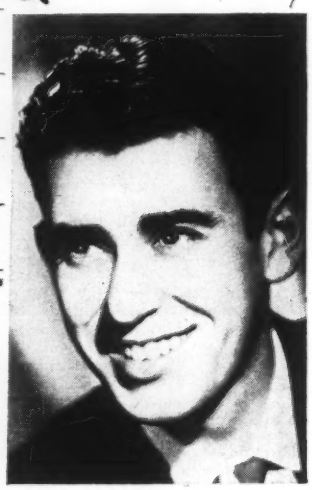
Sen. Edwin C. Johnson (D-Colo.) was the keynote speaker on Wednesday night (for report on his speech, see separate story page 86).

Convention delegates voiced the belief that the most pressing problem facing the industry in the immediate future centered around the recent FCC radiation regulation as applied to community systems [B•T, April 19]. In a talk exploring various legal problems confronting the community television field, E. Stratford Smith, member of the law firm of Welch, Mott & Morgan, Washington, NCTA legal representative, urged all members to file comments with the law firm on the reasonableness of the regulation. He said his firm, in turn, would compile all recommendations into a memorandum to be submitted to FCC by Aug. 15.

In a special report prepared for the convention, Milton J. Shapp, president of Jerrold Electronic Corp., Philadelphia, pointed out that community systems have grown to the point that they now supply tv programs to more than 150,000 homes and more than one million persons. He said closed-circuit and pay-as-you-see television offer "great possibilities" for future sources of revenue for the community television industry. He said color tv will "greatly increase the need for community systems," asserting that a properly designed and installed system will bring in "much clearer programs than would be possible from individual antennas."

Officers re-elected for the coming year were Mr. Malarkey and Claude E. Reinhard, Palmerton, Pa., secretary, and William J. Calsam, Schuykill Haven, Pa., treasurer. Ned Cogswell, Oil City, Pa., was elected vice president, succeeding Gerard B. Henderson, Carmel, Calif.

Here's a smart D.J. with a high I.Q. - a V.I.P. in Rochester, N.Y.



LOU GERMAN

"OPEN HOUSE" 4:45 - 5:45 P.M.
"MIDNIGHT MAYOR" 10:35 P.M. - 12:30 A.M.

Both programs . . . Mondays through Saturdays

To call Lou German a "disc jockey" falls far short of giving you the complete picture of this thoroughly likable and amazingly capable young man. Not only does he know music from A to Z,—not only is he intimately acquainted with today's topnotch musicians,—but he's also a musician in his own right! He's a singer, a pianist, an organist! He's been a choir director and a band leader! But, best of all, he's able to win friends and followers simply by the friendly persuasiveness of his speaking voice. Lou German is a salesman from way back! Ask about 1-minute and 15-minute segment availabilities, ratings and costs on these Lou German shows.

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION

CBS WHEC of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO. Los Angeles, San Francisco

Eight NARTB Districts Select Sites for Meets

MEETING sites for eight NARTB district meetings have been selected by district directors, according to NARTB.

The series of meetings will open Sept. 9 and close Nov. 10. Sites selected thus far follow:

District 5 (Ala., Fla., Ga., P. R.), Sept. 23-24, Daytona Plaza, Daytona Beach, Fla.; District 6 (Ark., La., Miss., Tenn.), Sept. 27-28, Lafayette Hotel, Little Rock, Ark.; District 7 (Ky., Ohio), Sept. 30-Oct. 1, Kentucky Hotel, Louisville; District 10 (Iowa, Mo., Neb.), Oct. 7-8, Fontennelle Hotel, Omaha; District 11 (Minn., S. D., N. D.), Oct. 14-15, Radisson Hotel, Minneapolis; District 17 (Alaska, Wash., Ore.), Oct. 18-19, Davenport Hotel, Spokane; District 16 (Ariz., Calif., Nev.), Oct. 25-26, Camelback Inn, Phoenix, Ariz.; District 14 (Mountain States), Oct. 28-29, Brown Palace, Denver.

CBS-TV to Show Color At Boston AFA Meeting

COLOR television will be demonstrated by CBS-TV tomorrow (Tuesday) to the annual convention of the Advertising Federation of America, to be held at Hotel Statler in Boston, June 20-23.

Four-day convention program, with the theme: "Advertising—Heartbeat of Industry, Pulse of Liberty!," has been planned under the supervision of Robert M. Gray, Esso Standard Oil Co., AFA board chairman, and Elon G. Borton, the federation's president.

DBA Plans Ind. Meet

DAYTIME Broadcasters Assn. has arranged a special meeting for daytime radio stations of Indiana to be held following a regular meeting of the Indiana Broadcasters Assn. June 24 at the Indianapolis Athletic Club. Ray Livesay, WLBH Mattoon, Ill., president of the daytimers organization, will be on hand.

"BIG AS ALL OUTDOORS— AND IT ALL BELONGS TO ME!"

WDAY-TV is the *only* TV station in Fargo, North Dakota's TOP market.

In fact, in *all* the fabulous Red River Valley, WDAY-TV is the *only* television station. (The nearest on-the-air station is more than 200 miles away—the nearest *grant* for a station-to-be is more than 50 miles away!)

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated With NBC • CBS • ABC • DUMONT

FREE & PETERS, INC., *Exclusive National Representatives*

NASHVILLE LOG DISPUTE SETTLED

WSM, WLAC agree to pay service charge for radio-tv program listings in two local daily newspapers.

NASHVILLE's half-year newspaper blackout of radio-tv station logs ended last week when the two local dailies and two broadcast groups reached "a mutually satisfactory" compromise.

The *Banner* and *Tennessean* resumed publication of WSM and WLAC radio logs and WSM-TV schedules, charging a "service fee" described as $7.50 for radio and $5.50 for daily tv logs, obtaining a long-term contract. WLAC-TV logs will be carried when that station takes the air next month, it is understood. Three-year contracts were signed.

Publication of logs was dropped Jan. 17 when all Nashville stations refused to pay a service charge of $8 for radio and $6 for tv logs [B•T, Jan. 25]. The stations signed two-year advertising contracts with the weekly *Nashville Record,* which in turn agreed to carry free program schedules for all stations. The *Record* has enjoyed a circulation boom.

Nashville broadcasters contended the dailies should carry program schedules as a public service. In reply, Silliman Evans, publisher of the *Tennessean,* claimed it is "the public duty of the broadcaster" to buy space in the paper. The *Banner,* too, had claimed "the responsibility for providing this information . . . belongs to the radio and television stations and not to this newspaper."

A year ago the two Oklahoma City newspapers, *Oklahoman* and *Times,* discontinued logs except on a paid basis [B•T, Aug. 31, 1953].

In obtaining three-year contracts the two Nashville broadcast groups avoided possibility of having the newspaper rate shifted from a service fee to a high national or local rate. Provision is made for an increase in the service fee in the second and third years for fulltime radio, daytime radio and fulltime tv logs.

A few weeks after the Nashville dailies had dropped free program schedules George C. Biggers, then president of American Newspaper Publishers Assn. and of Atlanta Newspapers Inc. (*Journal, Constitution* and WSB-AM-TV), said newspapers should supply the public demand for news about radio and tv. He advised publishers to review media history before demanding advertising rates for radio-tv logs [B•T, Feb. 15].

An NARTB survey in February showed that 87% of radio and tv stations make no payment to newspapers for publication of their program logs. It found that 13% of stations pay for publication either at newspaper rates or through time-space exchange deals.

Board Elects Higgins Vice Pres. of KMBC Co.

GEORGE J. HIGGINS, previously appointed sales manager of the new KMBC Broadcasting Co. (KMBC-AM-TV Kansas City and KFRM Concordia), has been elected a vice president as the first action of the board of directors. The KMBC firm is a subsidiary of the Cook Paint & Varnish Co. [B•T, June 14].

Mr. Higgins has been in broadcasting since 1931, when he became sports director of WTCN Minneapolis-St. Paul. In 10 years at that post he covered major sports events, including the World Series for the Blue Network and the all-star football game from Chicago in 1938. He then served in managerial posts at KSO Des Moines and WISH Indianapolis. Mr. Higgins joined the original KMBC organization in February 1951 as vice president in charge of sales, serving in that capacity until the acquisition of the KMBC properties by Cook.

Robert Hyland Named KMOX Asst. Gen. Mgr.

ROBERT HYLAND, general sales manager of KMOX St. Louis, CBS o&o station, has been appointed assistant general manager, it was announced last week by Gene Wilkey, general manager.

MR. HYLAND

Mr. Hyland, who has held the sales post since August 1951, was an account executive at WBBM Chicago before joining KMOX. He is associated with the programs of several charitable organizations in the St. Louis area. Mr. Hyland is married and has two sons. He resides in Glendale, a city suburb.

WDIA Memphis Goes 50 Kw, Moves From 730 to 1070 Kc

WDIA Memphis was to hold its "Operation Big Switch" last Saturday as it increased signal strength from 250 w to 50 kw, making it the country's most powerful station programming exclusively to the Negro market, the station reported.

WDIA, changing from 730 to 1070 kc, was to mark the occasion by a "Goodwill Cavalcade," beginning at 12 noon. Dignitaries slated to appear included Gov. Frank Clement of Tennessee, Gov. Francis Cherry of Arkansas, Harold E. Fellows, president of the NARTB, and leading Negro recording stars.

With the increase in power, WDIA will reach a market of approximately 3.8 million listeners. This includes an aggregate Negro listening audience of 1.4 million, 10% of the entire Negro population in the U. S., WDIA said.

KVDO (TV) Set to Start; WDBO-TV Delayed to July

KVDO (TV) Corpus Christi, Tex., after a delayed start, was scheduled to begin regular programming yesterday (Sunday). The ch. 22 outlet, represented by Adam J. Young Jr. Inc., started test patterns last Tuesday. Reports of excellent reception have been received from points as distant as 85 airline miles away, General Manager L. W. Smith reported.

Reports from other stations:

WDBO-TV Orlando, Fla. (ch. 6), originally slated to start regular operations last week, was forced to postpone its debut until July 1 because of technical difficulties, Harold P. Danforth, president and general manager, said last week.

KLTV (TV) Tyler, Tex. (ch. 7), which two weeks ago won FCC approval of a new site

Do You Know This Woman?

She is Yvonne D'Oray, music director of stations WAAT-WATV, Newark, New Jersey. She says—

"I find that the SESAC Transcribed Library, because of the caliber of its artists and the fresh quality of its music, satisfies television's constant demands for a continuous supply of new production music. For bridges, moods and themes it is again of tremendous assistance. The new streamlined SESAC Library is tops!"

The SESAC Library is **lowest in cost** for a complete Program Service

SESAC TRANSCRIBED LIBRARY

475 Fifth Avenue **New York 17, N. Y.**

and increased power, will start construction "as soon as possible," aiming for an early fall target date, the station reported. It is expected that KLTV will cover 20 counties in east Texas, operating with 100 kw power.

KOVR (TV) Stockton, Calif. (ch. 13), owned by Television Diablo Inc. with Les Hoffman, tv manufacturer, as president, expects to begin operation by Sept. 1. The station will be located atop Mt. Diablo, just 30 miles east of San Francisco.

With fewer new tv stations starting in June than in any other month this past year, it is likely that just one more station will start regular programming before the end of the month: WBOC-TV Salisbury, Md. (ch. 16), represented by the Burn-Smith Co.

Mount Succeeds Cox As KGW Gen. Manager

APPOINTMENT of James A. Mount, for the past ten years sales manager of KXL Portland, as general manager of KGW Portland was announced last week by Pioneer Broadcasters Inc., operators of KGW. He succeeds H Quenton Cox, who resigned recently after an 18-year association with the station.

Mr. Mount has been active in the commercial phases of radio for 15 years, and previously had been associated in advertising and merchandising activities in Portland. He served as president of the Oregon Advertising Club in 1948, and for three years was chairman of the Chamber of Commerce visitors information service. He is a director of the Portland Chamber of Commerce, the Portland Rose Festival Assn., secretary-treasurer of the Oregon State Broadcasters and a board member of the Oregon Apartment House Assn.

Armand Belle Isle Dies; WSYR Engineering Chief

ARMAND B. BELLE ISLE, vice president in charge of engineering, WSYR-AM-TV Syracuse, died of a heart attack June 12. Burial ceremonies were held June 15. Mr. Belle Isle, who had been with WSYR 26 years, was a Syracuse native. He graduated from Syracuse U. College of Engineering in 1928, joining WSYR shortly after. He became chief engineer in 1931 and vice president in 1950. Mr. Belle Isle also was engineering consultant for a number of radio-tv stations. During the war, he taught engineering to members of the Signal Corps at the university there.

MR. BELLE ISLE

He is survived by his wife, Mary; a son, Joseph, and a sister.

Lamb Group Acquires Control Of Toledo Appliance Company

EDWARD LAMB, industrialist, broadcaster and newspaper publisher, has acquired control of Air-Way Electric Appliance Corp., Toledo, makers of the Air-Way vacuum cleaners and other products, it was announced a fortnight ago.

Mr. Lamb and his associates bought a block of 65,000 shares of common stock of the Air-Way, making Lamb Industries Inc. owner of more than 130,000 out of 350,000 outstanding common shares. Associated with Mr. Lamb are J. Howard McGrath, former Attorney General of the U. S., and Frank C. Oswald.

Lamb Industries owns the C. L. Bryant Corp., Cleveland, maker of castings and gas burner conversion units, and whose White Products Division makes the White Water Heater.

Mr. Lamb also owns WIKK and WICU (TV) Erie, Pa., and the *Erie Dispatch* in that city; WTOD and WTRT (FM) Toledo and WMAC-TV Massillon, both in Ohio, and WHOO-AM-FM Orlando, Fla. WMAC-TV is not yet on the air.

Robertson Succeeds Hutt As KLRA General Manager

APPOINTMENT of Glen H. Robertson as general manager of KLRA Little Rock, Ark., succeeding W. V. Hutt, who has been manager since 1949, was announced last week by the station. Mr. Robertson began his radio career in 1939 in Los Angeles, and has worked in radio production, sales and management in California, Texas and Arkansas stations. A native of Utah, Mr. Robertson attended Brigham Young U. in Provo, Utah, and Woodbury Journalism College, Los Angeles. He served with the Field Artillery in World War II, being discharged with the rank of major.

MR. ROBERTSON

KLRA became an ABC affiliate May 1.

WSOC Documentary Covers Town's Segregation Problem

FOLLOWING UP the U. S. Supreme Court decision against racial segregation in public schools and in line with its public service policies, WSOC Charlotte, N. C., filmed and taped efforts being made by the city of Rock Hill, S. C., 27 miles away, to do something about the segregation problem.

Under supervision of Earle Gluck, president-general manager, and Larry Walker, executive vice president, WSOC production personnel documented the organization of the Rock Hill Council on Human Relations. Mr. Walker said film clips produced by the NBC Radio affiliate appeared on NBC-TV's *Today* May 24 and a taped version on NBC Radio's *Weekend* May 30.

Carpenter Sells WGUY

WGUY-AM-FM Bangor, Me. (1230 kc 250 w, 93.1 mc 11 kw), have been sold by Murray Carpenter, sole owner, to Sherwood J. Tarlow of Medford, Mass. Consideration was $35,000, of which half is cash and half in the form of a lease with payments over four years. Mr. Carpenter will retain the studio building and fm transmitter site, both needed for television. He holds an initial decision for a ch. 2 tv station in Bangor, conditioned on disposal of WGUY. Mr Tarlow is 100% owner of WHIL Medford and applicant for stations in three Massachusetts cities — Beverly, Newberryport and Plymouth. Mr. Carpenter plans to devote full time to television.

WBKB (TV) Goes To 200 Kw

WBKB (TV) Chicago on June 11 increased power from 100 kw to 200 kw with a new antenna atop the Kemper Insurance Bldg. The power boost was the second of three designated to raise the station's signal to full 316 kw by late fall. The antenna is 656 feet above street level.

Van der Busch Named WITV (TV) Sales Manager

THE APPOINTMENT of William W. Van der Busch as Miami sales manager of ch. 17 WITV (TV) Fort Lauderdale-Miami, Fla., was announced last week by Blayne Butcher, general manager. Mr. Van der Busch formerly was account executive at WTVJ (TV) Miami. He is a native of Chicago and has many years experience in Florida advertising and broadcasting fields.

Mr. Butcher also announced that new equipment, which will increase the station's directional effective radiated power to 600 kw, is on order with RCA. Delivery is expected for September, about the time of the anticipated hook-up with AT&T's new south Florida cables, Mr. Butcher said.

Plans for a major addition to WITV's outdoor studios, and new office facilities in downtown Miami, are to be announced shortly by Messrs. Butcher and Van der Busch.

Alampi to WNBC-WNBT (TV)

PHIL ALAMPI, farm and garden director of WABC-AM-TV New York for the past eight and one-half years, has resigned to join WNBC-WNBT (TV) New York in the same capacity. Mr. Alampi will continue a farm program he has been conducting on WABC-TV on Saturday, 1-1:30 p.m. EDT.

STATION PEOPLE

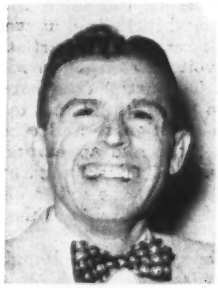
J. E. Henderson Jr. and **James E. Goldsmith,** account executives, KWK St. Louis, appointed radio and tv sales managers, respectively.

MR. GOLDSMITH

MR. HENDERSON

Joseph A. Jenkins, commercial manager, WKJF-TV Pittsburgh, to WSTV-TV Steubenville, Ohio, as sales representative.

C. R. Woods named manager, Wichita branch office and studios, KTVH (TV) Hutchinson, Kan., succeeding **E. W. Dallier,** named sales manager. **B. L. Rucker,** formerly president-general manager, Tel-Mo Studios, Wichita, sales representative, KTVH.



MR. WOODS

Robert Bruce, general manger, KGAE Salem, Ore., appointed general manager, KSJO San Jose.

Bob Bowman, manager, CFBC Saint John, N. B., to Vancouver, B. C., effective July 1, to manage new am station being built for

Advertisement

IMPORTANT

to: NETWORKS, TELEVISION STATIONS,

Herewith a printed copy of the judgment of the United States Court of Appeals for the Ninth Circuit in the case of Gene Autry, Appellant v. Republic Pictures Corporation, Republic Productions, Inc. and Hollywood Television Service, Inc., appellees, rendered on June 4, 1954.

UNITED STATES COURT OF APPEALS
FOR THE NINTH CIRCUIT

GENE AUTRY *Appellant,*
vs.
REPUBLIC PRODUCTIONS, INC., et al., *Appellees.*

No. 13,522
Jun. 4, 1954

Appeal from the United States District Court for
the Southern District of California,
Central Division

Before: HEALY, BONE and POPE, Circuit Judges

BONE, Circuit Judge.

Appellant brought this action for an injunction, to restrain appellees from exhibiting motion pictures in connection with commercially sponsored or sustaining television broadcasts, where those motion pictures contain appearances of appellant. In its opinion below (104 F. Supp. 918) the District Court gave judgment to appellees, holding that the contracts between appellees and appellant placed no restrictions upon appellees' use or exhibition of the motion pictures. There were five contracts executed over a period of a dozen years, but the contracts are sufficiently similar that they need not be discussed individually. The trial judge used paragraph 9 of the 1938 contract as an example. That was fair to both parties, and we shall do likewise:

> "9. The producer shall have the right to photograph and/or otherwise reproduce any and all of the acts, poses, plays and appearances of the artist * * * during each employment period, and to record for motion picture purposes the voice of the artist * * * and to reproduce and/or transmit the same in connection with such acts, poses, plays and appearances as the producer may desire, and the producer shall own soley and exclusively all rights of every kind and character whatsoever in and to the same perpetually, including the right to use and exploit all or any part of the same in such manner as the producer may desire, and including, as well, the perpetual right to use the name and likeness of the artist and recordations and reproductions of his voice in connection with the advertising and exploitation thereof. The artist does hereby also grant to the producer the right to make use of and to allow others to make use of his name (in addition to and other than in connection with the acts, poses, plays and appearances of the artist hereunder) for the purpose of advertising, exploiting and/or publicizing photoplays in which the artist appears, as well as the right to make use of and distribute his physical likeness and his voice for the like purpose. * * *."

This contract, like the contracts in Republic Pictures Corporation, et al. v. Roy Rogers, No. 13,314, June ...., 1954, (9-Cir., ... F. 2d ....) contains the descriptive words (1) "acts, poses, plays and appearances" and (2) "name, voice, and likeness." As set forth in our opinion in the Rogers case, we interpret these two sets of words as applying to two different and distinct subject matters. The former refers to the artist's activities or appearances in a motion picture as such; the latter set of words refers to a reproduction of the name, voice or likeness of the artist apart from his activities or appearances in the former, and lacking the motion and dynamic and dramatic qualities contained in motion pictures. There are limitations placed upon appellees' use of the latter, but appellant granted for valuable consideration all rights, unrestricted, to appellees in their ownership of the former.

Although appellees unquestionably have the right to cut and edit the motion pictures, and to license others to do the same, we can conceive that some such cutting and editing could result in emasculating the motion pictures so that they would no longer contain substantially the same motion and dynamic and dramatic qualities which it was the purpose of the artist's employment to produce. And although appellees unquestionably have the right to exhibit the motion pictures in connection with or for the purpose of advertising commercial products of all sorts, we can conceive that some such exhibitions could be so "doctored" as to make it appear that the artist actually endorses the products of the programs' sponsors.

The record in this case shows that the appellees proposed to license motion pictures featuring appellant, which said pictures would be edited to 53 or 53½ minutes each, in length, thus permitting approximately 7 minutes of advertising in an hour television program. It was this proposed use that was alleged in appellant's compaint and as to which an injunction was asked. The parties stipulated that the License Agreement through which the pictures were proposed to be exhibited, expressely prohibited "* * * any advertising * * * [or] any statements which * * * may be understood to be an endorsement of any sponsor * * * [etc.] by * * * any actor or actress appearing therein * * * or * * * that any such person is connected or associated with * * * Station or any Sponsor. * * * All advertising issued * * * relating to any picture shall give cast and due credit in the same manner * * * as such credits appear in the main title of the respective picture."

The issue here, is whether appellees should be enjoined from cutting the appellant's performances to approximately 53 minutes and showing them in connection with commercial advertising over television, pursuant to a License Agreement such as that above quoted. The judgment from which the appeal is taken goes farther than the printed opinion, in that it expressly permits appellees:

> "* * * to cut, edit and otherwise revise and to license others [to do likewise] * * * in any manner, to any length and for any purpose * * *."

Appellant has put in issue the breadth and sweep of this judgement. We agree with appellant that this broad language

NOTICE !

ADVERTISING AGENCIES AND SPONSORS

nullifies all of the clauses in the employment contracts which were introduced therein for the protection of appellant with reference to the type and quality of photoplays in which he rendered his services. The issue tendered to the trial court was whether appellees could make use of the motion pictures in the manner proposed; the issue was not one of ascertaining what other uses could be made of them, or how far appellees might go. Because this part of the judgment goes beyond the issues presented to the trial court, we hereby disapprove of it. We simply hold that appellees should not be enjoined from cutting the appellant's performances to approximately 53 minutes, and showing them in connection with commercial advertising over television, pursuant to a License Agreement such as that above quoted.

Appellant has raised the issue of unfair competition and the possible application of the Lanham Act (Title 15, U.S.C.A. §§ 1125 and 1126.) Even aside from the consent which we find was given by appellant to appellees in the contracts, appellant argues that appellees might so alter or emasculate the motion pictures as to render them substantially different from the product which the artist produced. Further, that the exhibition of old pictures which depict appellant in clothes which are no longer in style, and in autos which are no longer modern, could be quite harmful to his modern reputation. As to the latter point, the consent which we have found in the contracts extends to this risk. As to the question of appellees' emasculating the pictures, we have attempted to leave that question open, to be properly presented when and if the occasion arises; we have disapproved that part of the lower court judgment which could be considered authority for such possible abuse, although our disapproval should not be taken as passing on the merits of what was there said. Appellant is not in a position to further urge unfair competition, since it is our interpretation of the contracts that appellant consented to such exhibition of the pictures as is proposed here.

As herein modified, the judgment of the trial court is affirmed.

(Endorsed): Opinion. Filed Jun. 4, 1954.

Paul P. O'Brien, Clerk.

The purpose of this copy of the judgment to you is to inform you of the limitations as to the use of commercial advertising in connection with the Gene Autry pictures owned by Republic. These pictures were made from 1935 to 1946 as features primarily for motion picture exhibition.

The opinion is self-explanatory. However, I believe it will serve a useful purpose to point out some of the points made for my protection and your guidance.

1. These pictures may not be cut or edited in such a way as to result in emasculating the pictures so that they no longer contain substantially the same motion and dynamic and dramatic qualities which the pictures as originally released contained.

2. The exhibition of these pictures in connection with or for the purpose of advertising commercial products may not be so "doctored" as to make it appear that I actually endorse the products of the programs' sponsors.

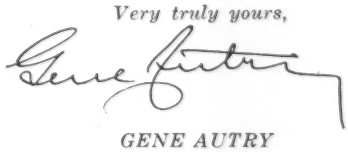
3. Any exhibition of these pictures must be pursuant to a license agreement which expressly prohibits " * * any advertising * * * (or) any statements which * * * may be understood to be an endorsement of any sponsor * * * (etc.) by * * * any actor or actress appearing therein * * * or * * * that any such person is connected or associated with * * * Station or any Sponsor. * * *"*

4. These pictures may not be cut or edited in such manner as to breach those contracts protecting me as to the type and quality of the pictures in which I appeared.

The court pointed out that as to the question of emasculating the pictures, that question was left open "to be properly presented when and if the occasion arises."

The lower court judgment was appealed by me in order to protect those rights guaranteed to me by the employment contracts referred to in the opinion. It is my intention to protect those rights.

Very truly yours,



GENE AUTRY

Enc.

P. S. The above deals only with the Gene Autry Republic pictures, and has nothing to do with the Gene Autry pictures made expressly for television and distributed by CBS-TV Film Sales.

Lions Gate Broadcasting Co. there.

Wally Rossman, KVAN Vancouver, Wash., to KXL Portland, Ore., as sales manager.

Felix Adams, account executive, KLAC Hollywood, named sales manager succeeding **Larry Buskett,** resigned.

Alfred L. Dupuis, formerly manager, Coca-Cola Bottling Co., Syracuse, named account executive, WSYR-TV same city.

William R. Murray, Charleston regional manager, WSAZ-TV Huntington, W. Va., assumes additional duties as general manager, WGKV Charleston, under integration of operation of both stations; **Jack M. Williams** appointed merchandising manager, WSAZ Inc. (WSAZ-AM-TV), and **James Thacker** named sports director, succeeding **Jack Bradley,** resigned to do freelance work.

Richard Wolfson, legal director, WTVJ (TV) Miami, elected to board, WTVJ Inc.

Alfred E. Burk, sales staff, WBAL Baltimore, appointed local sales manger.

MR. BURK

Jerry Lee, commercial manger, KBTV (TV) Denver, and **Tom Seehof,** account executive, KPHO-TV Phoenix, to KABC-TV Hollywood as account executive and national spot sales assistant, respectively. **Cyrus Ostrup,** KABC-TV coordinator of production service, promoted to account executive.

Robert D. Horan, news editor, WTAM-WNBK (TV) Cleveland, appointed manager of press and publicity.

Richard Osborne, formerly with the *Chicago Tribune,* to WLWC (TV) Columbus, Ohio, as a national advertising representative.

Robert Colville, account executive, KGFJ Hollywood, and **Karl Nelson,** advertising salesman, Los Angeles, to KTLA (TV) Hollywood, as account executives.

Wilson K. Foster and **Bill Laws,** sports announcers, KLX Oakland, Calif., appointed manager and program director, respectively.

Paul Roscoe, studio director, WIBW-TV Topeka, Kan., named general manager-sports director, KJAY same city; **Lewis Buchanan,** film editor, WIBW-TV, to KJAY announcing staff; **Jim Gosa,** KJAY news editor, promoted to program director; **Wayne Hatchett,** KRES St. Joseph, Mo., named chief engineer, KJAY; **Curt Williams** and **Kenneth L. David** named engineer-announcers; **Stanley Johnson** to engineering dept.; **Ray Galletly** to sales staff, and **Marilyn Sims** to traffic dept., KJAY.

Lash Bauman appointed local film editor, film dept., WNHC-TV New Haven, Conn. **Elaine Messer** to program dept., to supervise tv traffic.

Donald R. McCollister appointed chief transmitter engineer, WGAR Cleveland. **Lloyd C. Wingard** appointed chief studio engineer, succeeding **Robert A. Fox,** resigned to enter private business.

William W. Lyall appointed radio sales representative, KHQ Spokane. **Charles A. Burmingham,** KHQ-TV director of continuity, appointed to newly-created post, tv sales service representative.

Phyllis Deller, women's editor, *San Leandro News Observer,* to KSFO San Francisco, as director of promotion and merchandising.

Ned Fay, to sales staff, WTRI (TV) Schenectady, N. Y.

Josh Higgins, to sales staff, KWJJ Portland, Ore.

Dick Kidney, newscaster, WVEC-TV Hampton (Norfolk), Va., additionally named program director, succeeding **Bob Drill.**

Ernie Ashley, sports director, WOWO Ft. Wayne, Ind., additionally appointed nighttime program supervisor.

Robert E. Henabery, program director, WBEC Pittsfield, Mass., appointed assistant program manager, WWJ Detroit.

Paul Howard, disc m.c. of morning *Top o' the Morning* show, WTRF Bellaire, Ohio, named program director, that station.

Larry Finley, disc m.c., KFWB Hollywood *Larry Finley Show* and *Larry Finley Time* and president, Larry Finley Productions, Hollywood tv film production-packaging firm, adds duties as disc m.c. of two new programs on KNXT (TV) Hollywood.

Hal Peary, the original star of NBC Radio *Great Gildersleeve* and CBS Radio *Honest Harold,* to KABC Hollywood for a five times weekly two-and-a-half hour morning program.

Dr. Frank C. Baxter, instructor on KNXT (TV) Hollywood *Shakespeare on Tv,* June 30 starts *Baxter on Tv,* weekly half-hour non-academic survey of world literature series, same station.

Gene Emerald, formerly with KRNT Des Moines, Iowa, to WTMJ-AM-TV Milwaukee, Wis., as host-m.c. of daily *The Grenadiers* program.

Jay Alexander, sports director, KPIG Cedar Rapids, Iowa, to KCRI same city, as host-m.c. of his own show.

Stu Wilson, manager, KBIF Fresno, Calif., adds duties as newscaster on KBID-TV same city, *Alka-Seltzer Newspaper of the Air.*

Larry Whitney, sales div., WGN Chicago to Tom Moore organization and *Florida, U. S. A.* broadcast series.

Eugene St. Pierre, *Seattle Post-Intelligencer,* to public relations staff, WBBM Chicago.

Charles Lewis, announcer-producer, WWJ Detroit, named newscaster for station's 6 and 11 p.m. news broadcasts.

William D. Alford, extension editor in charge of radio, Minnesota U., appointed assistant farm director, WLW Cincinnati.

Don Donaldson, former newspaper reporter, to news staff, KXOC Chico, Calif.

Gene Allen, news dept. assistant, and **Bodie Tucker,** senior production man, WKY-TV Oklahoma City, return to station after two-year tours with U. S. Army and U. S. Marine Corps, respectively.

James O'Leary, announcer, KCBS San Diego, to KBIG Avalon, Calif.

Guy Christian, KNBC San Francisco, to KEEN San Jose, Calif.

Bud Sunkel, program director, WPRS Paris, Ill., to WDAN Danville, Ill.

William Wright, formerly with WIP Philadelphia, to announcing staff, KYW same city. **William Schwartz,** formerly with WCBS New York to production staff, KYW.

Steve Shephard, formerly sports editor, KOIL Omaha, to announcing staff, KMTV (TV) same city.

Bill Ness, KPTV (TV) Portland, Ore., to announcing staff KOIN same city, and **Glenn Shelley** to musical staff, same station.

Joe Herman, formerly with KTTV (TV) Los Angeles, named producer-director, WBEN-TV Buffalo.

Barbara Dagsland to traffic dept., KPTV (TV) Portland.

Sheila Byrne, radio-tv director, Robert M. Gamble Jr. Adv., Washington, to WBZ-WBZA Boston-Springfield, as secretary and assistant to advertising and sales promotion manager.

Norma Gilchrist, KTTV (TV) Hollywood personality, adds duties as hostess-disc m.c., KPOL Los Angeles' *Time for Norma* program.

Ruth Welles, women's director, KYW Philadelphia, named to Philadelphia Committee of American Korean Foundation's nationwide drive. **Albert P. Krivin,** KYW sales representative, elected to membership committee, Philadelphia Chamber of Commerce.

Luke Roberts, public service director, KOIN-AM-TV Portland, Ore., elected president, Portland City Club.

Edith Ford, account executive, WLWA (TV) Atlanta, Ga., elected president, Atlanta chapter, American Women in Radio and Television.

Bruce E. Rice, producer-m.c., KBIG Avalon, Calif., *Sports Package* program, graduates from UCLA with BA in theatre arts.

Frank Hall, commentator, *RCA Victor Tv Newsreel* on WFIL-TV Philadelphia named Philadelphia's best dressed tv star by Philadelphia's Men's Apparel Assn.

Sondra Tobin, secretary to WABC-TV and KFWB Hollywood disc m.c. Al Jarvis, and **Leonard Maizlish,** Stanford U. law student and nephew of Harry Maizlish, KFWB president, were married June 13.

Jack Reno, entertainer, WNAX Yankton, S. D. married Kay Knap June 7.

Mary Lou Conte, traffic manager in Hollywood office, KBIG Avalon, Calif., married Alvin Horowitz June 6.

James A. Lilly, production manager, KBID-TV Fresno, Calif., and Barbara Johnson were married June 4.

L. Anscombe, station manager, WKBW Buffalo, N. Y., father of girl, June 11.

Claude Blackwood, staff announcer, KEX Portland, Ore., father of girl, Heather Jean, June 10.

Ray Bartlett, staff announcer, KWKH Shreveport, La., father of girl, Elizabeth Ann, May 25.

Edward J. White, maintenance engineer, WEEI Boston, father of boy, his 11th child.

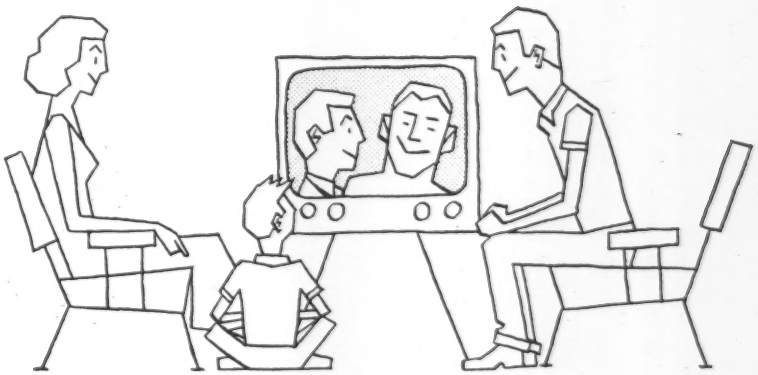
Reed Taft Bayne, 69, newspaper publisher and a director of Head of the Lakes Broadcasting Co. (WEBC-AM-FM Duluth, Minn.), died of a heart attack June 8.

Frank Nurczyk, 66, former advertising manager, WGES Chicago, died June 9.

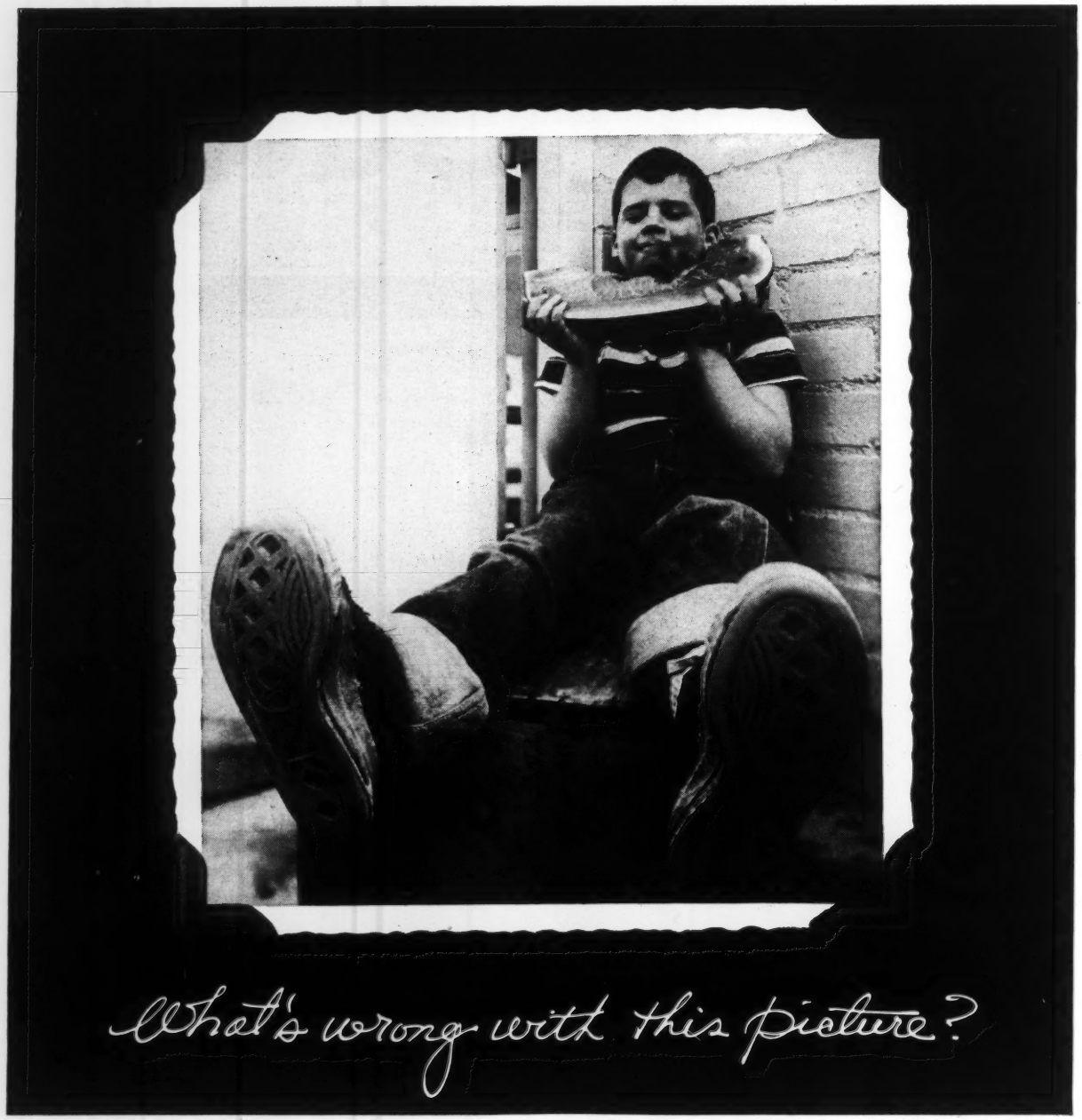
Maurice Cass, 69, Hollywood motion picture-tv actor, died after heart attack June 9.

WOAI-TV
CHANNEL 4
SAN ANTONIO

the picture people prefer



to sell the profitable mass of the san antonio market, no sales vehicle can do a better, more economical job than **woai-tv's** locally-produced **"wrestling personalities."** it is among the most popular programs in san antonio tv, holding a loyal, enthusiastic, mass audience. make use of the know-how and appeal of this high-rated local program that outpulls and outsells many expensive national productions. ask **petry** about participations, on **woai-tv, nbc** affiliate.



You probably have a snapshot like it in your own photograph album.

It happens when you get too close to your subject, and the camera can't handle the perspective.

In another sense, you can get an equally distorted picture of the modern corporation. For viewed too close-up, it frequently looks bigger than it is.

Take Union Oil. In 1910—when we did but a $12,000,000 volume—we seemed much smaller. *Yet at the time this was 23% of the total petroleum business in the western states.*

In 1953 we looked much bigger because we did a whopping $325,000,000 volume. *But this was only 13% of the petroleum business in the West.*

Certainly we've grown. We've *had* to grow to serve a bigger market, to meet increased competition and to satisfy more consumer needs. *But in proportion to the total business, we aren't as big as we were 44 years ago.*

Seen in perspective, the picture is clear: Union Oil, like so many so-called "big" companies, is really getting smaller all the time!

UNION OIL 76 COMPANY
OF CALIFORNIA

Buy American and protect your standard of living

features

- **How the nation's fourth biggest drug chain uses radio to make 8 million sales a month. Page 70.**
- **Are telethons worth the trouble? Yes, if they're done right. Page 74.**
- **Chapter III of Duane Jones's "Ads, Women and Boxtops." Page 76.**

How To Boost Daytime Tv Ratings

WHEN WBKB (TV) Chicago executives speak of a "new look" these days at the local ABC o&o outlet, the allusion is not to Christian Dior or fashions but to a springboard operation known as "Daytime Is Seven Time."

Ever since United Paramount Theatres Inc. joined forces with ABC and began pumping fresh blood and money into the tv network, activity has been beaverish at the Chicago station.

The result: a slew of new local live fare in afternoon hours, in what WBKB calls the "most drastic daytime programming change ever undertaken by a local television station." What made the "Daytime Is Seven Time" project of more than passing interest is the fact that the revamping featured a comprehensive, well-coordinated campaign involving the combined efforts of advertising, promotion and publicity forces under a single hand.

Since early February, WBKB has added 13 new live daytime shows, with heavy emphasis on local personalities and a better buy for local advertisers.

The "big push" by WBKB encompassed many facets: newspaper advertisements; kinescope promotions (used in cross-plugging on different shows); guest appearances by daytime stars; elevator cards and window displays; publicity in the local press; presentations by the sales department; tie-ins with the *Chicago American* (under a reciprocal working agreement).

Copies of the "Daytime" brochure were distributed to all WBKB basic sales contacts. The brochure listed the "who, what, where, why and when" of the drive; gave program format and talent, and cited availabilities and costs for participations as well as production data.

As an example of the activity in one field, WBKB made 239 twenty-second kinescopes (featuring all daytime talent) for use on its schedule from Feb. 15 through March 22. It also prepared 112 transcriptions for use on WENR when that station existed (and before the emergence of WLS Inc.). Another example: 728 five- and ten-second promotions (using voice only) on WBKB. In still another period some 15 personalities gave some 225 mentions to WBKB's "new look" policy.

Proof of the success of this coordinated advertising-promotion-publicity venture is in the ratings.

American Research Bureau Chicago cumulative ratings listed six local additions, five showing rating boosts in March over February *(Pied Piper,* Danny O'Neill, *Tip-Top Lunch, Dr. Answers, Jolly Seven Gang).*

Even the *Breakfast Club,* which went simulcast on ABC-TV Feb. 22 and which WBKB originates to the network, has shown some healthy gains from March through April—from a 4.8 to a 6.2.

"Daytime-Seven Time" has run its course, but WBKB still sports a new "local live look from sunrise to sunset."

HOW DRUG GIANT USES RADIO

THE PEOPLES CHAIN IS EXPERT IN MASS MERCHANDISING

by J. Frank Beatty

THE sweetest retail music ever heard—the merry clang of ratchets and coins—was performed 5,000,000 times last month on the cash registers of 76 Washington, D. C., area stores operated by Peoples Drug Stores Inc.

In that same month of May this regional chain (154 stores in 37 cities, fourth largest drug group) delivered 17 million radio and television messages to its customers in the nation's capital.

This sort of thing has been going on for years—four of them. It has been going on ever since those who direct this progressive merchandising empire discovered that radio, and now tv, can bring more traffic into Peoples stores than any other means of communication — and do it cheaper and quicker.

Four years ago the Peoples chain was doing a business of $47,000,000 a year in its 150-odd stores. Today its sales run $55,000,000 a year, a gain of 17%.

Five years ago Peoples used newspapers predominantly, with no radio or tv whatever. Today the chain's advertising in the Washington area, which creates over 55% of all Peoples sales, is based on 58 five-minute newscasts a week on WWDC Washington plus WWDC's "Drugcasting" in-store service via fm; announcements on WMAL-AM-TV and WRC (AM)-WNBW (TV) Washington; and a projected news schedule on WMAL-AM-TV.

The Peoples name is one of the most important in the merchandising of drugs, cosmetics, candy and tobacco, plus the numerous diversified lines handled by the modern drug store.

Doing well over half the total drug store business in the $3½ billion Washington market, which is second-ranking in the nation in point of individual income, the Peoples 76 capital area stores are absolutely indispensable to large numbers of brand-name manufacturers.

That's why Peoples can feature national brands and its private brands in radio and tv advertising, hitch these to merchandising displays and come up with a sales record that sets a pace few chains can approach.

In the highly competitive Washington market Peoples has one sales formula no one in the chain ever forgets: Get people into the stores.

Once they're in, Peoples will make customers out of them. The trick is to get them into the stores. And that's where radio and tv are doing the job at an extremely low cost-per-customer figure.

In May, 8,200,126 individual sales were recorded on the cash registers of the 154 stores. The prescription business, featured in the only institutional copy used by Peoples, totaled 2,704,769 prescriptions in 1953.

While no official figure is available, a careful guess places the Peoples annual advertising budget at around three-quarters of $1 million with a substantial share of it going to radio and tv.

This is big business, in terms of the drug store branch of the retailing industry. The upward surge of Peoples in the '50s is one of the important sales successes of recent decades. The details have been followed closely in the trade, and emulated, too, by other retailers. Now manufacturers are becoming convinced that this half-century-old chain is blazing new and successful merchandising trails.

Many of the great stories of American industry have come out of impromptu remarks. The Peoples story is no exception.

In the late summer months of 1950 one of Washington's top radio and television salesmen, William D. Murdock, had signed up for an important job in New York after the sale of WOIC (TV) Washington, now WTOP-TV.

One of the last items on his schedule before leaving the city was a phone call to his good commercial and business friends at the Peoples Drug Stores Inc. Washington headquarters, President George B. Burrus and Advertising Manager Clayton R. Sanders.

"Come on over, Bill," Mr. Burrus said. "I've got something to talk about."

Over a cup of coffee (Wilkins) Mr. Burrus asked: "Would you like to handle the Peoples' account as an advertising agency?"

A tough question in view of his job commitment, but Mr. Murdock gave an affirmative answer.

Thus was born William D. Murdock Advertising Agency, and an important radio-tv advertiser.

A few weeks later Peoples started a saturation news campaign on WWDC Washington that quickly drew nationwide attention. At first the schedule ran 24 hours a day—a five-minute newscast every hour on the half-hour. Later it was changed to a 12-hour basis, 6:30 a.m. to 6:30 p.m. and then other radio stations were added, plus tv.

Results were described this way by Broadcast Advertising Bureau in a recent award to the Peoples chain:

1950—During the first nine months of 1950, the chain's sales figures averaged $3,742,756 as compared to $3,953,004 in 1949. This represents a decrease in business of more than 6½%. In October 1950, the month Peoples started its schedule on WWDC, its sales figures showed $4,116,562 as compared to $4,020,134 in 1949—an increase of 2%. In November, sales increased 4% over previous year; in December, 7.6%.

1951—At mid-year Peoples Drug Stores reported its July sales as $4,060,868, a gain of 9% over the like month of 1950. In October sales were up $115,169 over the previous year.

1952—Sales volume in October registered a gain of $332,806 over October 1951. Ten-month total: $43,682,616.

1953—As of Oct. 31, Peoples reported a sales figure for the first 10 months of $44,088,296. This amount repre-

WHAT PEOPLES' BOSS THINKS OF RADIO

Says George B. Burrus, president of the drug chain: 'Radio has become an important part of our advertising program. It is no longer a question with us of whether or not to use radio, but only of how to continue its use to our best advantage.'

sents a sales gain of $405,680 over the previous year.

1954—At the moment Peoples Drug Stores' sales maintain a steady pace in Washington, a market which has been experiencing a minor recession.

Mr. Sanders tells about Peoples entry into radio and tv in this manner: "Up to four years ago, our company had confined its principal advertising dollars to newspaper space. True, back in the '30s, we had a period of several years of radio advertising, but its format was not entirely successful. It was finally dropped as being too expensive in proportion to the return in sales.

"Then several years ago it became obvious that if we were to continue to grow with the market, we must expand our advertising plans to effectively reach more people with our sales message. Radio seemed to offer the best opportunity. We decided to make a test, and for the first year allocated $100,000 for this purpose, with the realization that you have to use more than a pebble if you expect to make much of a splash in the pond.

"Our next job then was the selection of an advertising agency. Bill Murdock had a thorough background in station management and sales, and no small part of our success in radio is due to his counselling.

"After a considerable amount of research, we decided on using five-minute news programs as our basic radio approach. The first venture was with the then independent station, WWDC, which later became affiliated with Mutual. We bought five-minute newscasts from them. It was successful from the very start, and although we later dropped the all-night section we have continued these regular five-minute WWDC newscasts up to the present. We gradually expanded to other stations as suitable availabilities occurred; and, while experiments have been made, no other format has proved as effective for us."

Mr. Sanders believes there is no magic in advertising that can overcome a lack of merchandising at the point of sale. If there's any lack of display in any Peoples store, it's in the dish-washing booth or maybe in the basement store room. For Peoples not only believes in displays—it sells them sometimes, and radio-tv stations are listed among its display customers.

"We bring our whole efforts to bear on

GEORGE B. BURRUS
Peoples' president

promotions," Mr. Sanders said. "Advertising, window display, signs, interior display and clerk support all play an important part in our selling efforts. Radio is used to promote our overall sales and merchandising efforts, along with television and newspaper advertising.

"With radio we tend to concentrate on a smaller number of items, in contrast to our newspaper ads that feature a greater list of products. The radio spots give intensive coverage to weekly specials, seasonal campaigns such as film and photo-finishing, and to constantly featuring our prescription services."

Peoples and the Murdock agency devote a lot of thought to commercials. "We try to keep them simple and clear," Mr. Sanders said, "so that no one who hears them will be in any doubt as to what we are advertising. They are, however, held to a maximum of one minute. We fully realize the importance of keeping our name before the public, but believe that our advertising must do more than just that. The best institutional advertising we can do is to keep the public informed of the values and services they can obtain at any Peoples drug store."

There are many ways of using co-op advertising money supplied by manufacturers. And there are many ways of abusing such funds.

At Peoples the co-op policy is firm and ethical, if somewhat different from some of the co-op stories that have scarred media records for many years.

Peoples makes a percentage of its radio and tv spots, as well as newspaper ads, available to manufacturers and their agencies for co-op advertising.

"In no case does Peoples attempt to make a profit on cooperative advertising as such," Mr. Sanders said. "Cooperative allowances are an investment to be used for creating additional sales and to help keep the cash registers ringing.

"This makes it possible for nationally advertised products to get rounded out merchandising support in our stores, and has proved highly effective.

"A unique feature of our commercials on nationally advertised products is that we make no mention of Peoples drug stores, but state instead that these products are on sale at *all* drug stores, all cosmetic counters, or other appropriate wording, depending on the product. We figure we'll get our share of the business that develops from these commercials."

Mr. Sanders emphasizes radio's "flexibility," a trait possessed by no leading printed medium. "Changes can be made even a few minutes before air time if necessary, although we try to give the stations more leeway—at least an hour," he explained jocularly. "During big storewide sales there is usually an opening day newspaper ad barrage, but radio continues hammering away until the closing hours of the closing day of the sale. Merchandise can be taken off the air as it approaches the selling-out stage, and slower moving items or prescriptions promoted instead."

The list of sales achievements on behalf of manufacturers is a long one. It includes such names as Dr. West's toothbrushes, Sano cigarettes, Gillette, Etiquet deodorant, *Saturday Evening Post*, Listerine products, Vicks, and on and on. Normally there

CLAYTON R. SANDERS
Advertising manager

isn't much chance of selling more nationally advertised brand goods than the manufacturer can supply. It's in the field of special promotions that radio's flexibility is helpful. In the Jubilee Sale last March a number of items promoted by radio were cleaned off the shelves because of radio promotion. These included nylon hose, hair brushes, garden hose, irons and other goods.

Within minutes radio stations were notified and new copy substituted. All stations have prescription announcements in reserve, and new items can be substituted with ease and speed. The same thing was starting to happen last week, when a special toy promotion was underway at the end of school. With the kids at home, Peoples featured cut prices on toys and playthings. Shortages started developing and radio copy was switched until shelves could be re-stocked.

Radio, too, offers audience selectivity which Peoples uses to good advantage. Mr. Sanders puts it this way: "Cigars and other men's products can be scheduled in early morning or evening spots, and around ball games; while items appealing to women are concentrated from late morning to mid-afternoon. Accurate pin-pointing is possible with our regularly scheduled newscasts.

"The housewife can be told around 6 p.m., while she is preparing dinner, about Peoples values in cosmetics and home remedies. Youngsters getting ready for school at 7-7:30 a.m. might hear about school supplies. Fm and Drugcasting spots can similarly take advantage of the fact that listeners are right in the store, and exposed to displays of the products advertised.

"We have no static advertising practices," according to Mr. Sanders. "We are constantly checking and reviewing our schedule in an effort to keep pace with changing public interest.

"We use the 'task force' method in advertising. It is planned to accomplish an objective in coordination with our sales and merchandising efforts. Naturally we have budget limitations, but fundamentally we do not spend advertising dollars as an arbitrary percentage of sales, but rather spend them as we feel necessary to do the job. In other words we make an investment in advertising and sales promotion to get a return in profitable sales."

The Drugcasting technique, growing out of the former transit radio system in Washington, was developed in line with an old axiom of the drug trade, "You can't sell drugs in Washington without first selling Peoples."

WWDC-FM has geared its easy-to-listen-to music service to drug accounts. All Peoples stores in the Washington area are equipped with fm receivers with built-in supersonic voice amplifiers. The drug account's sales message thus is heard at point-of-sale, and Peoples stores have a traffic count of more than five million people a month.

Clerks are constantly reminded by drugcasts about featured items and can recommend them to customers. The WWDC-FM home audience hears the program service and sales messages at no extra cost to the client. A bonus is offered Drugcasting sponsors. It consists of displays in all Peoples windows two weeks out of every month except December.

Plenty of clients are delighted with their Drugcasting campaigns, according to Peoples and WWDC. Mr. Sanders cites four

WILLIAM D. MURDOCK
Peoples' agency chief

recent examples showing that Drugcasting "has been an important factor in increasing sales." Comparing sales for the first two months of 1954 and 1953, he lists these results: Children's Baum Ben-Gay, 111% increase in sales; Rybutol 25's, 120% increase; Rybutol 100's, 107% increase; Minipoo shampoo, 63% increase.

The fourth largest retail drug chain grew out of the vision of a stockboy in a Washington drug store, the late Malcolm G. Gibbs. After working his way through Washington College of Pharmacy, he saved his earnings and started the first Peoples Drug store at Seventh St. and Massachusetts Ave. in Northwest Washington. The store, Old No. 1, is still operating.

Mr. Gibbs decided he could save money for customers by buying merchandise in large quantities. That meant, of course, more stores. Seven years later he opened his second store in Washington. The public responded, and he took what was then a drastic step—consumer education by regular and substantial advertising programs.

By 1925 there were 18 stores. Others were added in Frederick, Md., followed by ventures in Virginia, West Virginia, Pennsylvania and Ohio.

One of the important advertising campaigns centered around the prescription service. With stores handling a diversified list of merchandise, and with new items added constantly, the basic business of filling prescriptions was maintained under strict standards. There were occasional signs of doubt from the medical profession as well as customers who wondered if a store that sold light bulbs, garden hose, toys and electric irons could also put the right ingredients in a capsule.

Prescription Promotion

"Doc" Gibbs was prescription-minded, of course. He built up confidence in the medical profession and used institutional advertising to convince the public that Peoples drug stores were filling prescriptions under super-strict standards, and using fresher ingredients because of the large volume.

The stores pioneered in lending financial aid to pharmaceutical students and have developed promotions from the ranks, profit-sharing plans, insurance and retirement benefits for the employes.

President Burrus was a Peoples pharmacist who started out as a soda dispenser. He became advertising director in 1934, vice president in 1940, executive vice president in 1949 and president in 1950.

"Doc" Gibbs died in 1944.

Mr. Sanders has never worked for anyone besides Peoples. He started in 1923 as a stock clerk, working his way up through the ranks as store clerk and then into window display, warehouse, reclamation, sales promotion and finally advertising. He became advertising and display director in 1940.

That's the Peoples story. It is a story of earnest merchandising and values, reflected in steady growth. In the last four years the modern techniques of electronic advertising have stimulated the rate of growth. Radio's ability to reach vast numbers at low cost—more people than any other medium can reach—and television's impelling eye-ear impression have given this store new strength and new sales.

STRENGTH
all the way up

EMSCO TV towers

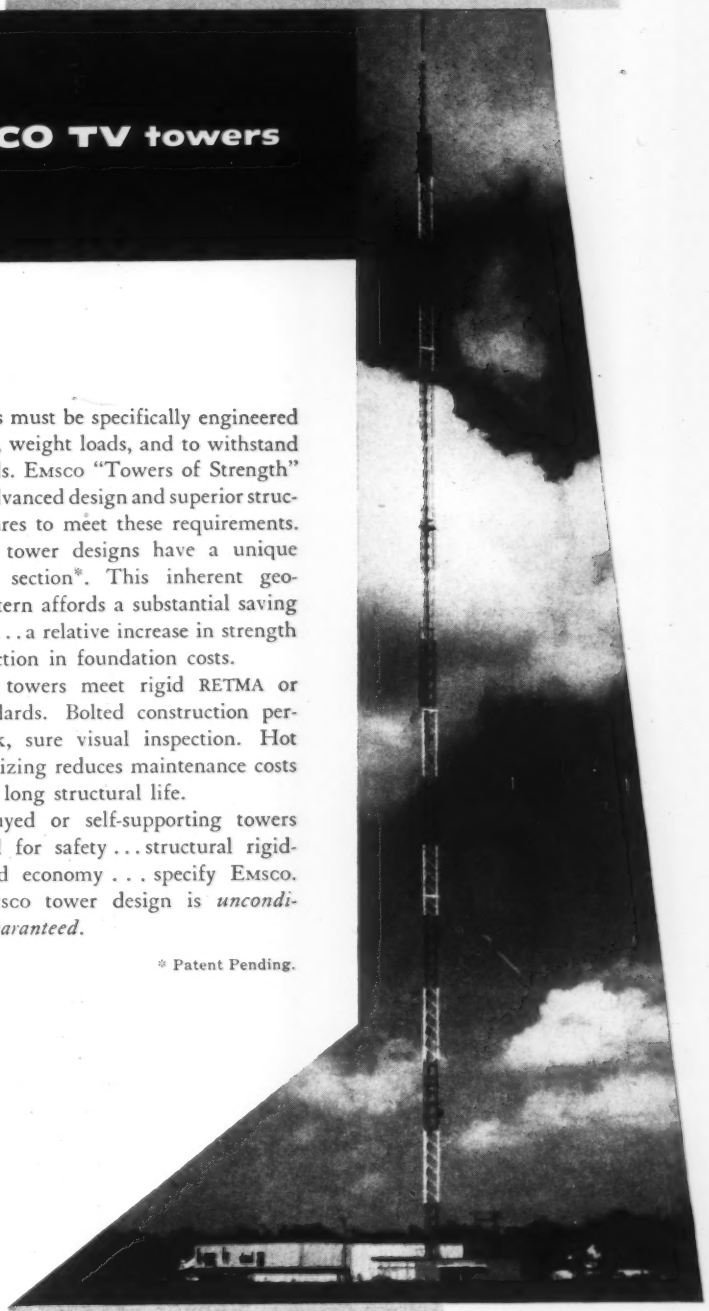
TV towers must be specifically engineered for height, weight loads, and to withstand high winds. Emsco "Towers of Strength" have the advanced design and superior structural features to meet these requirements.

Emsco tower designs have a unique beam leg section*. This inherent geometric pattern affords a substantial saving in weight . . . a relative increase in strength . . . a reduction in foundation costs.

Emsco towers meet rigid RETMA or AISC standards. Bolted construction permits quick, sure visual inspection. Hot dip galvanizing reduces maintenance costs . . . insures long structural life.

For guyed or self-supporting towers unequalled for safety . . . structural rigidity . . . and economy . . . specify Emsco. Every Emsco tower design is *unconditionally guaranteed*.

* Patent Pending.



Typical Emsco guyed TV tower, Houston, Texas

EMSCO
TOWERS OF STRENGTH
EMSCO MANUFACTURING COMPANY
LOS ANGELES, CALIFORNIA
Houston, Texas • Garland, Texas

E-183

ARE TELETHONS WORTH THE EFFORT?

Yes, says the vice president-general manager of KPRC-TV Houston—if they're entirely local productions

by Jack Harris

THERE was a time when the telethon was considered the ideal way to raise a large sum in a hurry. Today, many consider the telethon at best a nuisance and at worst an evil which endangers the careers of participants and disrupts station operations.

It is just as wrong today to make a blanket indictment of telethons as it was formerly wrong to give them a blanket endorsement. Based on our experience in Houston, I believe those who oppose telethons across the board have not attempted such projects as a purely local enterprise.

KPRC-TV has done three telethons in its more than four years on the air, one the standard way and two of them completely local. I will readily admit that if my experience with telethons had been confined to the former—the stereotyped, star-studded format—I might very well agree with the opponents of marathon fund-raising telecasts. The two local telethons, however, were tremendously enlightening. As a result of these two shows, we at KPRC-TV now believe we have discovered the type of telethon which pays off in rich dividends to the community, to local charities, to the television station and to its performers.

Both local telethons were presented in cooperation with the Houston Central Lions Club to raise funds to purchase land and erect a badly needed new Lighthouse for the Blind to serve the blind population of Harris County, in which Houston is located. The first telethon was held in June, 1953. Of $181,675 pledged, $162,081.53 has been collected.

When this telethon was planned, no one had any inkling that the entire community would respond so wholeheartedly. In fact, in view of our first experience with telethons, only the pressing need for the new Lighthouse overcame our natural reluctance to stage another marathon telecast.

The original plan was to raise as large a fund as possible by means of a telethon and, with this for a starter, to make up the difference in big gifts from Houston's wealthy and generous business men, ranchers and oil men. However, when it was observed that the bulk of the $162,000 collected was made up of small donations, proving that it was, indeed, a project close to the hearth of all our citizens, community leaders called on us and asked that a second telethon be staged to complete the building and make it entirely a community effort, not part community and part big donor.

The second telethon for the Lighthouse for the Blind was held in March of this year. With more than $160,000 collected to date, it is virtually assured that $175,000 of the $187,939.59 pledged will soon be actually in hand.

It is obvious from these figures that both telethons inspired enthusiastic and warm response from the entire community. What KPRC-TV has done, any television station can do.

We believe there are four essentials to the right kind of telethon:

First, the successful telethon is completely local, with no big stars or name stars on the national level.

Second, no outside promoters or promotional organizations should be involved.

Third, there must be no paid performers or paid professional fund raisers. One hundred per cent of the funds raised should go to the announced beneficiary of the show.

Fourth, every cent collected should stay in the community where it is raised.

Consider these four essentials individually. First, why no "imported" stars? The answer to this is obvious, or perhaps it only seems so in the light of KPRC-TV's three telethons.

Imported stars do not have the local "feel." They tend to get in the way of the telethon's primary objective, which is to focus public attention on an urgent local need. Viewers feel closer to the local, familiar performer who is their friend and neighbor through frequent visits by way of television.

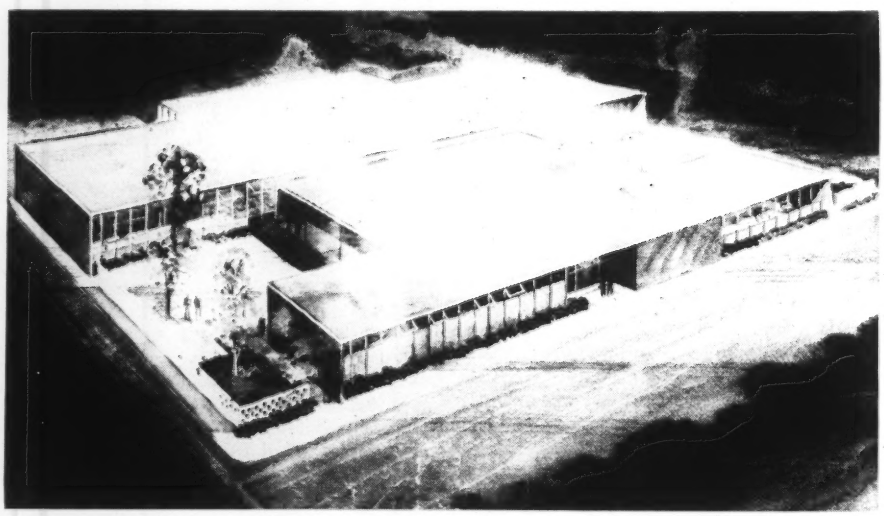
Elimination of outside talent avoids the possibility of blue material, which has a way of creeping in when an imported star is installed in a free-wheeling, ad lib show such as a telethon. This is a problem of varying degrees in different communities. It definitely was one of our problems in our first telethon, when we had no advance information about the material to be used by our imported stars and no chance of censoring or reviewing it.

From the point of view of the station, aside from the gratification which comes from making a substantial contribution to the community, a prime benefit is in the increased effectiveness of local performers after they have made an all-out effort on such a telethon. In each instance, our local performers were actually cast as leading players in a "team" effort in which the entire community comprised the team. The bond between the leading players and the "team" was materially strengthened and the performers gained immeasurably in stature. They add a new dimension to their value which is quickly apparent in the increased loyalty and affection of their audiences when normal operations are resumed.

On both local telethons outside amateur and professional talent donated their services wholeheartedly, but it was the regular KPRC-TV staff which carried the main burden. And when the final stretch was reached and it became necessary to really bear down to put the drive across, only staff people were involved. As a result, people like Dick Gotleib, Curly Fox, Texas Ruby, Pat Flaherty and Lee Gordon, all popular members of the on-the-air staff, gained new and greater respect because of their work before the cameras. An interesting sidelight to this is the fact that this increased respect was apparent in the attitude of local newspapers.

How do you conduct a major telethon without the aid of outside professional promoters? Here again the answer is fairly obvious once you have discovered the solution by experience. You don't need them

(Continued on page 80)



Architect's sketch of Lighthouse for the Blind to be built from telethon-collected funds.

Ben Duffy, President of Batten, Barton, Durstine & Osborn, Inc., tells why:

"You don't have to wait for Groucho!"

"Snap on your TV set Thursday night—there's Groucho," Ben Duffy points out, "and he never fails to be there.

"You—and BBDO—can thank Air Express for that. It's Air Express that carries Groucho's films regularly.

"TV films are always due at a certain hour, often the whole way across the country. The same with printing plates. They may have to reach 100 different cities to make a specific edition of many publications.

"Air Express gets these essential materials there—every day in the year. It's the most reliable service we know.

"Frequently, we send duplicate shipments in case one should be marred or lost in handling—but this precaution has never once been necessary.

"Important, too, is the fact that almost all our shipments—more than 1,000 a year—cost us less with Air Express than with other air services."

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* **RAILWAY EXPRESS AGENCY**

ADS, WOMEN and BOXTOPS

by DUANE JONES *as told to Mark Larkin*

Chapter III

SYLLOGISMS AND CAN BANDS

A VERY old riddle and one that is very corny goes like this: "Why does a chicken cross the road?"

The answer is, "To get on the other side."

But for my money, that's the wrong answer. As I see it, the right answer is, "Because it had a reason why."

Anyone who stops to think a moment quickly realizes that no one ever does anything—good or bad, important or unimportant—without a reason why. And that goes even for a chicken that wants to cross the road.

Shortly after the twentieth century made its introductory bow, John E. Kennedy tossed at the advertising world the idea of "reason why" copy. At that time radio was still struggling for birth, and the packaging industry had just been measured for its first diapers.

Yet Mr. Kennedy, expert that he was in salesmanship, had come up with an advertising concept that possessed perfect package goods appeal. I soon learned, though, that it had to be refined before it could be applied as a basic technique.

The best "reason why" copy is based on syllogistic reasoning. As everyone knows, a perfect syllogism, as conceived by ancient Greek philosophers, presents a major premise, a minor premise, and a logical conclusion. The conclusion of course is drawn irrefutably from the two premises.

As an example, let me give you the syllogistic reasoning that fixed the format for our "reason why" copy story for Bab-O. Bear in mind that the kitchen and the bathroom were our chief targets. Briefly, our reasoning was:

Major premise: Grease causes dirt-stains.

Minor premise: Bab-O dissolves grease.

Conclusion: Therefore Bab-O removes dirt-stains.

Commercially speaking, that was the answer to the housewife's prayer—something that would eliminate the dark, ugly line that clung to her dishpan, that stuck to her sink, to her washbowl, her bathtub, even to her kitchen and bathroom floors.

By going back to the Greek philosophers, we obtained a "reason why" that was self-proving and simple enough to convince women that we had the remedy supreme for their chief house-keeping complaint. Then we refined it and shaped it into well phrased copy that was simple and logical and easy to believe. After that we used the radio to broadcast our message to households throughout the nation because radio was the surest, quickest, and cheapest way to build a mass market.

Once you establish your best "reason why" copy story, be sure you stick to it. Don't change it. That old wheeze, "Don't change horses in the middle of the stream," applies indubitably to copy selection. I have seen many good campaigns wrecked by mid-stream copy changes.

After "reason why" copy has proved itself on a syllogistic basis and then been refined to its essence, it can be compressed into a single line, making it ideal for radio commercials and for headline use in newspaper space. Take the following: "It keeps you presentable longer." That was our "reason why" copy story for Mennen's shave creams, a single line that told men what they most wanted to know about both brands. And, so far as I know, it is still in use, unless there's been a recent change, say since Jan. 1, 1954. The effective application of this copy via radio in particular, lifted one Mennen brand from eighth to fourth place, and the other from seventh to second place, all in a market as sharp as a razor blade and so competitive that survival itself was a major accomplishment.

THIS SERIES, CONDENSED FROM A FORTHCOMING BOOK, IS APPEARING EXCLUSIVELY IN B•T.

Blu-White, introduced for the Manhattan Soap Co. by our agency, rose from zero to the top of the best-seller list of laundry bleaches because housewives quickly discovered that "It makes clothes dazzling white." That was a good enough reason, they felt, to buy it. SweetHeart Soap, manufactured by the same company, aided by shrewd merchandising tactics, climbed from fourth to first place in the toilet soap market. As convincing "reason why" copy, women accepted our one-line story, "It makes you look as lovely as a magazine cover girl."

For Mueller's Macaroni, our "reason why" was based on an economy theme. Supported by good promotion, sales soared when we told consumers that "Mueller's Big Economy package gives you more for less."

But the daddy of all "reason why" copy stories in the package goods field was, in my opinion, the one for Bayer's Aspirin, introduced around 1934, when I was executive vice president for Blackett-Sample-Hummert Inc., before it became Dancer-Fitzgerald-Sample Inc. I was in charge of the New York office, and at that time most package goods advertising techniques were still in the speculative domain of unformed propositions and projects. So the studies that resulted in a hard-selling "reason why" copy story for Bayer's Aspirin were important.

We based our sales pitch on the time-tested axiom, "seeing is believing." Our copy, written with the characteristic Frank Hummert touch, went something like this: "Drop a Bayer's Aspirin tablet into a glass of water. Watch it closely and you will see it dissolve before it hits the bottom of the glass. That's the way it acts in your stomach. It dissolves almost instantly. And that's the *reason why* Bayer's Aspirin gives such fast relief."

Much that becomes important begins by chance. It was more by chance than choice that I found myself specializing in package goods accounts at Blackett-Sample-Hummert; accounts that I had brought in myself—six of them, all told. After wearing my merchandising efforts thin in the seat trying to build volume for these accounts, I finally learned to syllogize my way out of tough sales situations. And that taught me to practice only what I could prove.

In the Lincoln-Douglas debates, Lincoln, if I remember my history, attributed his success in winning them to syllogistic reasoning. Those who heard the debates said Douglas was the better orator, but that Lincoln was right. That's how it is with advertising. If it's right, it wins. So to help make it that way in the packaging field as I saw it then, and still do, I contributed another technique to those in use by *syllogizing* "reason why" copy. In the book of rules it reads like this: "A chicken won't cross the road without a reason why. And a package product won't move off the store shelf without a reason why. So syllogize your reason why. That will move both the product and the chicken."

ONE of my best merchandising ideas came unexpectedly and unaccountably while browsing one day in a bookstore. I subsequently developed it into a standard technique for advertising package wares, and now it exerts a strong point-of-sales influence on women who browse

FIRST CHOICE
with Sponsor and Station . . .

With more and more money invested in film, advertisers are demanding better and better projection—insisting upon maximum quality at the tube—*quickest possible reaction to selling messages.* As a result, they favor stations using the Eastman 16mm. Projector, Model 250.

Six reasons why the EASTMAN 16MM. TELEVISION PROJECTOR, Model 250, rates A-1 with everyone . . .

1. Variable Transformer permits raising or lowering level of illumination to accommodate material used. Tungsten light source—protected by standby lamp.

2. Increased Signal Strength: Optical system allows use of high red and infrared absorbing filter. Assures clearer pictures, greater signal strength.

3. Still-Frame Projection: With unwanted radiation removed, and separate drive for shutter, single frame of film can be left indefinitely in gate.

4. Refined Sound System with low flutter and distortion gives optimum results for either emulsion position.

5. Projection Optics: An f/1.5 optical system corrected for the 12:1 magnification required by television provides truly high resolution.

6. Lower Maintenance. Heavy-duty mechanism designed for long life, trouble-free operation, minimizes repairs. Model 250 is available for prompt delivery.

For further information address:
Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

among the shelves of supermarkets—much as I browsed that day among the display tables and counters of that bookstore, irresistibly attracted, as I always am, to the colorful book jackets that new books wear.

For no good reason at all, it occurred to me that the principle behind the book jacket could be applied to package goods merchandising. A bright thought, but how, I wondered, could I make it work?

I began to study the jackets closely. I took them off and put them back on to see what held them, what made them stay. Could the same thing be done with a package? Could a removable cover be devised that would sell the item to the housewife.

Carefully I read the sales pitches on the book jackets. Each jacket was a bulletin board for "reason why" copy—not only reasons why the prospect should buy the volume in hand, but why he should purchase others that were to follow.

If that principle could be applied in our business, I reasoned, it would not only help to sell the package on the shelf, but also to advertise the brand that follows, if and when desired. A removable package cover, like a book jacket, could advertise the package on hand and announce a forthcoming product too, thus creating market expectancy.

Suddenly the solution hit me. Why not use a wide paper band instead of a jacket? It could be used on a can to begin with—say a cleanser. That would get it started. Later it could be adapted to a package. The width of the band would depend on the amount of copy it had to carry. It could be a wrap-around, glued at one point only. That would hold it securely and make it easy to remove without marring the can label.

Well, the more I kicked the idea around, the more convinced I became that I had something. Next thing was to sell it.

Babbitt Was Prospect

B. T. Babbitt Inc. seemed like the logical candidate. They had the ideal product—a cleanser. Moreover, they were always approachable. Jerome Mendleson, president, was one of the sharpest advertisers in the business.

So I called Mr. Mendleson and made an appointment.

I hadn't calculated then that a certain amount of risk was involved. True, Mr. Mendleson was always a good listener, ready to consider anything that seemed sound and would sell goods. But on the other hand, he had a company that was making money. Sales were on the rise. Therefore, he was no push-over for fancy-pants merchandising techniques, especially if they might tend to upset an advertising pattern that had already demonstrated its success.

I outlined the can band idea to him, giving it all the build-up I could.

Jerome Mendleson sat back in his chair, brows puckered, deep in thought. Then he leaned across his desk toward me.

"Look," he said, "we have a trade-marked name, Bab-O. It's printed on all our cans. We've spent thousands of dollars to establish it. And now you want to cover it up so customers can't see it and will buy some other brand."

"Not at all," I said. "I'd put the band below the name—mount it so it couldn't cover Bab-O."

"Who'll pay production costs? Who'll mount it on the cans? Who'll invent ways and means of handling it?"

I had gotten myself into a tough spot. My enthusiasm for the can band had evidently thrown me.

"Did you ever watch fish in an aquarium?" I asked, "beautiful fish with graceful shapes, gay color and all that?"

"Sure," he said. "So what?"

"Well, they're like women—easy to look at. And they're always interested in anything unusual. Throw 'em some bright-colored bait and see what happens. Boy, do they get curious."

"You mean a can band is good bait for women?"

"Why not? It's something different, isn't it?—a good eye-catcher. And housewives are interested in reducing costs, in getting more food for less money. So a can band is a new way to offer them a special inducement, something that will make them buy more at the point of sale on the basis that they are getting an added value. Furthermore, aside from being new, a can band offers an economical way to launch a premium. No commercials to pay for. No newspaper or magazine space to buy. Just a can band to print, that's all. You can't beat that for economy, can you? And the housewife detaches the can band and sends it in with her coin, same as she would a boxtop. Women will like it. It's bound to increase sales."

Although doubtful of the outcome, Mr. Mendleson consented to run a test on it. A good deal of preliminary work had to be done, of course, for production problems had to be met, and that took time.

The fact that we were conducting our promotion at the point of sale meant that the product had to be its own salesman. Bab-O had demonstrated many times that it would repeat when sampled, and that is always the first self-selling requirement.

We chose a utility item as our first can band premium, a kitchen fixture that served as a baking aid. Technically speaking, it was an "eye premium," something you could comprehend best by observation. Since we couldn't show the utensil itself, we did the next best thing. We ran a picture of it on the can band, along with a brief description of how it worked.

So we launched the campaign nationally and sat back to await results. That was time-consuming, for the details of distribution were heavy and ponderous. Eventually, though, reports began coming through. The most important ones took the form of case-lots re-orders, and they soon grew from a trickle to a stream. We then relaxed, for we knew we'd hit the jackpot.

The final count-up tallied more than half a million can bands. And when we put the arithmetic of advertising to work on the results we found we had established another first. Our can band operation hit the incredibly low average cost of 2.6 cents per return, making it the most economical sales promotion we had ever undertaken, and also one of the most successful, sales-wise.

Since we created and introduced the can band, we have refined our methods and use this device today much more adroitly. With costs at an all-time high, we regard the can band as a tool which, when wisely employed, helps to dig an economical shortcut for the advertiser by increasing sales and lowering marketing costs. In outlining directions for the can band's use as a package goods advertising technique, I'd specify the following:

"First get an idea for an eye premium that will sell your product. Test it carefully. Then put it to work in food stores where women browse. Be sure your can band is a bright, contrasting color. Be sure too, that your "reason why" copy has an economy theme. Then if you have a product that will help to sell itself, you can get it into the hands of new customers at a lower cost than by any other method."

(To be continued next week.)

Editor's note: In the next article in this exclusive series, Mr. Jones will tell how advertisers can count on customer inertia to save money on premium offers and why premiums with glamour will outpull those without it.

EXCERPTS FROM THE DUANE JONES RECORD BOOK

THESE HALF-DOZEN accounts once were on the Duane Jones roster. What happened during that association is described by Mr. Jones as follows:

C. F. Mueller Co. (macaroni): From 1942 to 1951 sales increased 128.5%. This increase reduced advertising costs 62.5%. Industry rank: 1st place.

Hudson Pulp & Paper Corp. (paper napkins, etc.): From 1944 to 1951 sales increased 250%. This increase reduced advertising costs 70%. Industry rank: Rising from New England distribution only in 1944, this company won first place in 1951 and Hudson Paper Napkins became the largest selling household paper napkins in the world.

Mennen Co. Lather Shave Cream: From 1944 to 1951 sales increased 100%. This increase reduced advertising costs 32%. Industry rank: The product rose from 7th place in 1944 to 2d place in 1951.

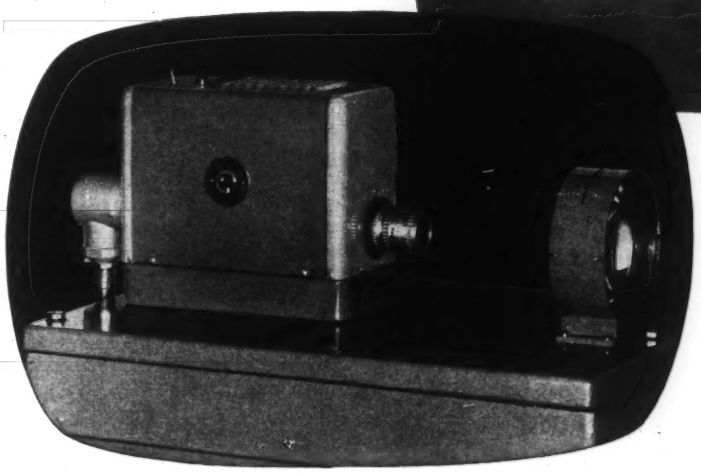
Kiwi Shoe Polish: From 1945 to 1951 sales rose 450%. This increase reduced advertising costs 12%. Industry rank: Rose from spotty sectional distribution in 1945 to full national distribution in 1951.

Mennen Co. Skin Bracer: From 1945 to 1951 sales rose 250%. This increase reduced advertising costs 32%. Industry rank: Rose from 2d place in 1945 to 1st place in 1951.

G. F. Heublein & Bro. Inc. (A-1 sauce): From 1947 to 1951 sales rose 30% Industry rank: 1st place.

Your **FILMS** and **COSTS**
BOTH LOOK BETTER
with the new

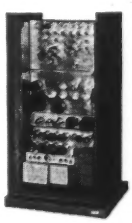
GPL VIDICON FILM CHAIN



- **Low first cost; low operating cost**
- **Operates unattended; frees studio manpower**
- **Photo-conductive tube**
- **Stable black level**
- **No shading correction required**
- **No back or edge lighting required**
- **Lowest "noise" level in television**
- **Easy to multiplex**

STATION OWNERS & OPERATORS

Test this GPL chain in your station, with your projectors and monitors . . . your operating conditions. See for yourself its almost automatic operation, its quality with all types of film. No charge, no obligation. Just write, wire or phone.



All components can be rack mounted in this space.

TWO MAJOR ADVANTAGES for station owners sum up the features of this new Vidicon Film Chain produced by GPL.

First, it sets a new high for quality.

Second, it saves dollars. And more dollars.

It's built around a photo-conductive tube, with long-proven GPL circuits and construction techniques. It is compact, simple and rugged . . . easy to maintain, flexible for 4 *or more* multiplex combinations. All your existing projectors, monitors, master monitor and standard racks can be used. *A stable black level, and almost complete absence of spurious signals, eliminates the need of constant attention. You save man-hours that previously went into monotonous monitoring.*

This GPL chain has the lowest noise level in television. The grey scale reproduction is true. In all, with this GPL combination of both quality and economy, you can afford to retire your iconoscopes to slides. And, in equipping a new station, the GPL Vidicon is unmatched for value.

General Precision Laboratory

INCORPORATED

PLEASANTVILLE NEW YORK

GPL

Write, wire or phone for information on complete television station equipment

Regional Offices: Chicago • Atlanta • Dallas • Glendale, California

ARE TELETHONS WORTH THE EFFORT?

(Continued from page 74)

if the station has the cooperation of an active, live local organization. The Houston Central Lions Club assumed many of the burdens of promotion, organization and administration. The scope of the Lions Club's participation is indicated by its telethon committees—advance promotion, transportation, telephone, auditing, women's clubs, merchandise prizes, food, information desks, talent (this committee was headed by Paul Schmitt, KPRC-TV music director), religious entertainment, publicity, messenger, supplies, confirmation desk, "tote board," committee at large, "barrel" (responsible for handling funds brought out to the studio by donors) and banking and audit.

Other participating groups and organizations were Musicians Local 65, which cleared much of the talent; Communications Workers Local 622 and the Houston PBX Club, which provided 500 telephone operators to work in shifts to take pledges; firemen of Houston and surrounding communities to man collections points, police to control crowds and direct traffic, Boy Scouts, business firms and many others.

The third essential, elimination of paid performers and solicitors has been fairly well covered in the discussion of the first two. By making the telethon local from both the talent and promotional angle, it is a simple matter to eliminate the paid participant. This eliminates one of the gravest charges against the telethon and one which has caused much of the opposition to them. There have been instances when the cost of putting on a telethon amounted to more than 25% of the funds raised—ample reason for opposing telethons. In the case of the local Lighthouse for the Blind telethons, not one penny went anywhere except into the building fund, exactly as promised.

Finally, while it is most important that a telethon has no overhead, it is almost as important that the funds raised should stay in the community. At KPRC-TV we believe at least part of the success of the Lighthouse telethons must be attributed to the fact that every donor knew he was doing something concrete for his community. The telethons had a tangible goal and one that was demonstrably a 100% community project. After the first telethon, land was purchased and actual construction of the new Lighthouse for the Blind begun. Photographs of the uncompleted building were shown on the second telethon, which was, in effect, a mortgage burning effort. This gave viewers an unusually strong feeling of participation and identification with the project which would not be possible in the case of a telethon for a cause not directly related to the needs of the community.

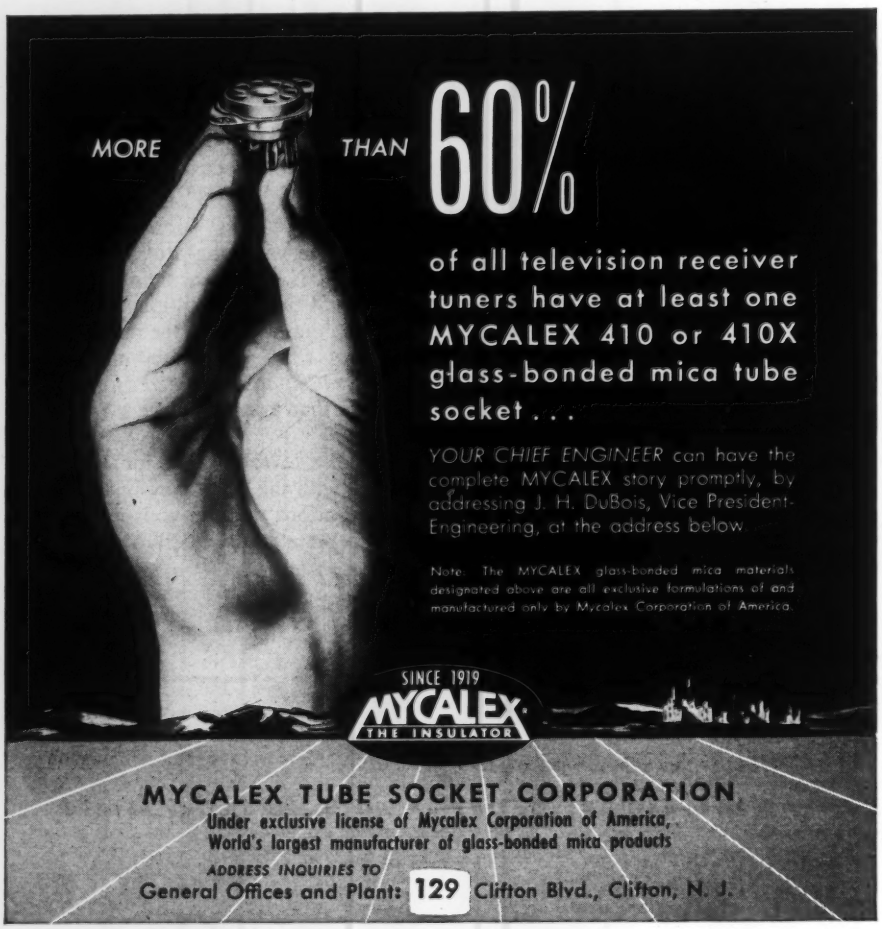
Indicative of the extent of participation of the entire community is the number of coins collected in the second telethon—152,010 pennies, 36,533 nickles, 12,584 dimes, 13,503 quarters and 5,085 halves. This is $10,523.40 in change, largely the gift of citizens with little to spare. The bulk of the $175,000 raised by the second telethon, in fact, was made up of contributions not a great deal larger than small change.

There were, of course, some large donations, but they were the exception rather than the rule. The largest single cash donation was $6,500, given by R. E. (Bob) Smith, oilman and philanthropist. H. R. Cullen, noted for his gifts to schools and hospitals, gave $5,000, and Jesse H. Jones, former RFC head, Secretary of Commerce and newspaper publisher, gave $1,000. Houston's Mayor, Roy Hofheinz, who appeared on the air in the closing hours of the telethon, gave $500. The most spectacular gift, and one not included in the total cash collected, was an acre of land inside the Houston city limits. It was appraised at $17,000. The number of three-figure contributions was small. But the number of contributors—rich and poor, young and old—was great.

One of the most effective means of encouraging such broad participation, and one which any station intending to stage a fund-raising telecast should include in its plans, was the method of accepting contributions personally brought out to the studio. Although collection points were manned throughout the signal area by volunteers, thousands of people came out to the studio to drop their contributions into barrels manned by KPRC-TV talent, headed by Lee Gordon. Donors drove through the parking lot and made their contributions without leaving their cars, with television cameras trained on them. Both telethons began on Saturday nights and the stream of traffic past the barrels reached its peak Sunday mornings after church. About 600 cars an hour drove by the barrels for more than four hours during the peak period.

The effect of this sort of telethon on a community may be summed up in these words of William P. Hobby, former governor of Texas, publisher of *The Houston Post* and KPRC-TV's owner: "No event in the history of Houston has so cemented the community in a common cause with the exception, perhaps, of the Texas City disaster."

There is room for but one conclusion in view of the remarkable success of the Lighthouse for the Blind benefit telecasts. It is this—while there are defects in the telethon concept, there is much that is good in a telethon for an important local cause if it is properly controlled and conducted.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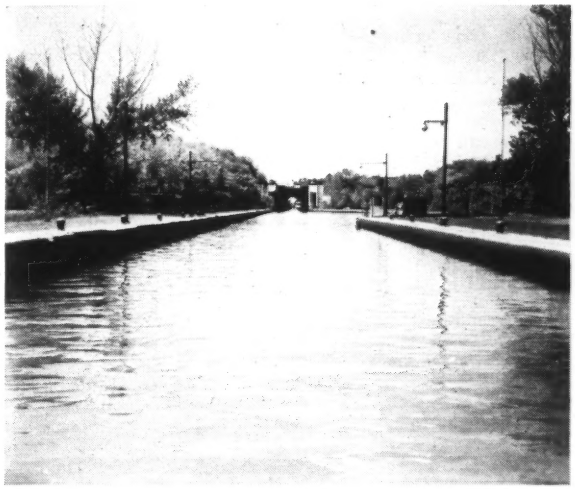
Oppose Rate Increase

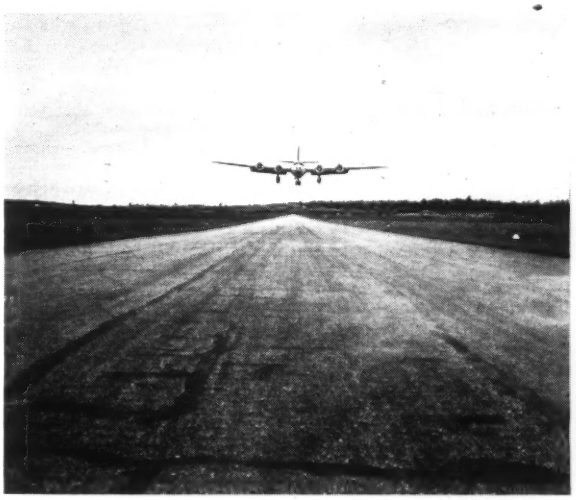
EDITORIAL campaign against a petition of Hope Natural Gas Co. for a general increase in rates is being conducted by WJPB-TV Fairmont, WVVW Fairmont and WETZ New Martinsville, all in West Virginia, according to J. Patrick Beacom, operating the station group.

The Beacom stations have filed a protest against the rate increase with the West Virginia Public Service Commission. The utility was invited by Mr. Beacom to participate in public forum programs on the stations to present its side of the case.

QUIZ FOR NEWSMEN:

Can you tell where these routes lead?





Not all these routes lead to the same destination—and for a reason very few people suspect.

The canal, the highway and the air strip lead to higher taxes. For each is built and maintained out of public funds—out of tax money. Yet they are used daily by private companies—airlines, intercity trucking corporations and barge lines. On them, paying disproportionately little or nothing at all for their use, these other forms of transport compete with the self-supporting railroads.

The railroad right-of-way—built and maintained by the railroad that uses it and pays taxes on it—promotes general economic development and prosperity without penalizing the taxpayers. For it is part of the free enterprise system in which private capital—spurred by the profit motive—is invested to make the country more productive.

When you read that the railroads do not earn as much as other types of corporations, remember this situation—in which the railroads face subsidized competitors and pay large amounts in taxes, some of which go to subsidize those very competitors!

The railroads operating in the densely populated and highly industrialized east are adversely affected by this one-sided arrangement. They believe that these other forms of transportation should pay adequate charges for their use of government-built rights-of-way.

The railroads believe that the public would be better served if all forms of transportation paid their own way—and succeeded or failed, depending upon their own intrinsic merits or demerits, and not because of government intervention either to help or hinder them.

In the present situation, the stimulating balance of true competition is upset—and, of course, the public foots the bill...Eastern Railroad Presidents Conference, 143 Liberty St., New York 6, N. Y.

HOME SWEET PHILADELPHIA

"FAMILIES in KYWland never leave home," is the title of a brochure being sent to advertisers and agencies by KYW Philadelphia, which emphasizes that summer radio listening in Philadelphia is high, and that summer sales in that city during July and August beat the national average for any other month of the year. The brochure points out that on "any summer day" over 90% of Philadelphia's families are at home and more than half of the 10% on vacation are visiting spots within KYW's coverage area. Philadelphia family income and sales for the summer months rank at the top, according to the report which shows in what months various commodities sell best. The figures used are taken from Advertest, Nielsen and Pulse statistics and other analyses and reports.

KLMS CHANGES FORMAT

TWO IMPORTANT changes in its daily radio programming have been made by KLMS Lincoln, Neb., with the new format designed to cater to the music-loving listeners in that college town. There is a new emphasis on block music shows and in evening record shows where the accent will be on smooth and semi-classical music. The daily block will consist of current popular releases and the evening record shows will feature carefully selected "smooth" records from KLMS' disc library, which is being stocked with long play records. Five minute one-an-hour news periods will continue, according to the station.

WNJR SPORTS COVERAGE

UP-TO-THE-MINUTE sports coverage in the 1-7 p.m. segment is now being aired by 5 kw WNJR Newark, according to Albert Lanphear, general manager of the station. The new, sports conscious programming effort will offer sports news every 25 minutes, six days a week. Blending its sports service with its heavy music and news programs has met favorable reaction among its New York and New Jersey listeners, Mr. Lanphear reports.

WRC-WNBW (TV) TRIAL WITNESS

JOHN CONNOLLY, news editor and reporter for WRC-WNBW (TV) Washington, was a witness at U. S. District Court for the District of Columbia, to describe the part he played in the capture of the Puerto Ricans who shot five members of the House of Representatives on March 1. Mr. Connolly was questioned concerning his capture of the ringleader, Lolita Lebron, whom he restrained in the corridor outside the visitors gallery as she emerged, gun in hand. Mr. Connolly was on the air within a matter of minutes after the shooting attempt, according to the stations. The assailants are being tried on charges of assault with intent to kill and assault with a dangerous weapon. They face possible prison terms up to 125 years each for their part in the assault.

WFAA's SILENT WORLD

WFAA Dallas, Tex., is sponsoring an exhibit titled "World Without Sound," a pictorial study based on an actual world where no sound exists. "World Without Sound" was created by scenic designer Peter Wolf and Dallas researcher Dr. Bernard Hanes from their impressions after an analysis of interviews with deaf persons and other material on the subject. Mists, figures, colors and lighting depict the emotional conflicts of fear, loneliness, delight in sight, response to vibrations, beauty of colors and the fruits of silent meditation. WFAA presents the exhibit in an effort to create a better understanding between those who live in a world of silence and a world of sound.

TALKING PARAKEETS WANTED

A LOQUACIOUS parakeet with clear enunciation can win its owner a $100 Defense Bond in a contest being conducted by KUDL Kansas City. All owners of precocious parakeets are eligible by training their birds to say "Cuddle" (homonymous with station's call letters) and entering the Aug. 27 elimination contest. The parakeet saying "Cuddle" most distinctly and the most consecutive times in a two-minute period will be declared the winner.

WHAM COWBELL SOUVENIR

A SOUVENIR cowbell offer, mentioned in one announcement a day for three days over 5-7 a.m. *Country Fare*, brought WHAM Rochester, N. Y., an average of 1,000 requests a day, according to that station. The cowbell, bearing the inscription, "Milk Rings the Bell," was offered by George Haefner, WHAM farm director and host of *Country Fare*, in cooperation with the Rochester Dairy Council.

QUALIFIED DISC M.C.

FORMER policeman Jack Rowzie, WWDC Washington personality, believes he is more qualified than most disc jockeys to handle a radio program geared to motorists. From that belief has evolved the 4-6 p.m. *Ride With Rowzie* program, which is aimed at motorists on the move during rush hours. Riders in the 319,733 radio-equipped passenger cars in Washington will be given important traffic information in addition to being entertained. Mr. Rowzie plans to play music that will be soothing to harassed drivers at the height of the rush and if traffic is flowing evenly, selections will be "nice and sprightly."

QUANTICO TALENT PREVIEW

ANNUAL National Talent Championships conducted by Ted Mack and his Original Amateur Hour, which was staged at Madison Square Garden June 19, was previewed at the Marine Corps School, Quantico, Va., June 18. The show was presented in connection with the Secretaries' Conference, a meeting of top military and civilian officials in the Department of Defense. Most participants in the program were three-time winners chosen by nation-wide audience vote for performances on *Ted Mack's Original Amateur Hour*, shown over 128 NBC-TV stations each week. In addition, several graduates of the program who have since become established professionals in show business were among the 60 participants in the 90-minute entertainment.

WGN-TV 'BANDSTAND MATINEE'

PROGRAM designed for teen-agers, with dance contests, record quizzes, and athletic and beauty competition, has been launched by WGN-TV Chicago on a weekday basis. Titled *Bandstand Matinee*, the series is offered to capture appeal of corner drug stores and is hosted by disc m.c. Jim Lounsbury. Highlights include appearances by big-name recording artists who sign autographs and dance with teen-agers. An organization known as "Bandstand Matinee Club," which is also in existence in other cities, is directing the course of the series, produced by Rudon Productions Inc.

COUNCIL COVERAGE DISCUSSION

OFFICIALS of WEEU-TV Reading, Pa., have entered into discussions with Mayor James B. Bamford of that city regarding the station's proposal to televise the weekly City Council meetings. The Council delegated Mayor Bamford to enter negotiations after WEEU-TV suggested meeting coverage to "stimulate interest of citizens as to their responsibilities and also to provide them with a picture of the City Council in operation." The negotiations will cover the advisability of televising the Council meetings and the type of coverage to be used.

TV-MOVIE COOPERATION

CLOSE cooperation between a first-run movie house and a television station was demonstrated recently in Cincinnati when WCPO-TV there, joined with downtown Keith's theatre to promote the upcoming movie "Three Coins in a Fountain." Ed Weston, assistant to the general manager of WCPO-AM-TV, and Rube Schorr of Keith's, made arrangements whereby WCPO-TV offered a preview of the picture a week in advance of its run. WCPO disc jockeys promoted the preview five days in advance and fans who requested them, received engraved invitations to the preview.

WSAZ-TV TELEVISION TIPS

PEOPLE making appearances on WSAZ-TV Huntington, W. Va., have the benefit of an illustrated pamphlet issued by that station. The booklet contains tips for both men and women. Women are advised to wear pastels or greys, ordinary make-up and to avoid shiny jewelry and large brim hats. Men are advised not to wear hats and bright rings, lapel pins and tie clips. In addition, the pamphlet provides information on cues and signals such as camera lights, addressing the camera, time signals, commercial signs, and speed signals.

WVEC-TV UHF PROMOTION

CHANNEL 15 WVEC-TV Hampton (Norfolk), Va., sent jumbo post cards to all appliance dealers in the Tidewater area when WTAR-TV Norfolk changed to ch. 3, which read: "When you're changing sets to ch. 3, sell all channel or converters to 15. Thanks, Tom Chisman." Mr. Chisman, president and general manager of the station, reports that, according to a spot check, uhf sets have shown a big increase since the promotion began.

KWBG 'RIDICULOUS' PROMOTION

AS part of "Ridiculous Day" promotion staged by the local Chamber of Commerce of Perry, Iowa, all merchants, employes and townspeople were urged to wear ridiculous outfits during the featured parade and throughout the day. Lowell Jack, studio manager of KWBG Boone, Iowa, dressed up in a woman's print dress and bonnet. He placed a replica of a bull equipped with a portable radio on top of a child's wagon. The bull carried a sign reading: "This is no bull. I'm listening to KWBG, 1590 on your dial."

JUANITA HALL
as "Ruby Valentine

ETHEL WATERS
as
"Cousin Honey"

HILDA SIMMS
as "Anna Louis"

CAB CALLOWAY-
"It's a Mystery Man"

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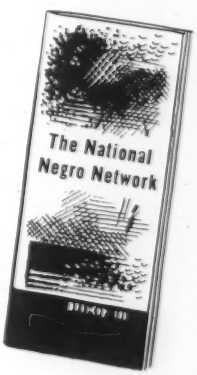
The *new* Negro market is filled with pent-up desires for freedom of expression and opportunity to react to the basic selling invitation of advertisers who direct the campaigns in media most acceptable to the market. Negro network radio, in its pioneering effort, offers the first daily means of communication and selling this specialized market.

National Negro Network's first program proves successful for Pet Milk and Philip Morris. Special Pulse Ratings indicate responsive audience and high acceptance in *42* markets with a potential Negro audience of 13 million. Some Pulse ratings are:

WERD	Atlanta, Ga.	**9.8**	**WOBS**	Jacksonville, Fla.	**10.3**
WSID	Baltimore, Md.	**9.0**	**KWBC**	Ft. Worth-Dallas	**7.3**
WGES	Chicago, Ill.	**7.3**	**WOV**	New York City	**3.9**

When you want a fresh viewpoint on sales potential—especially from a sound dollar and cents angle—we at NNN are particularly qualified to utilize our years of experience for your benefit. Let us give you a new concept of selling specialized markets profitably.

Send for our new booklet—**The National Negro Network**—Gateway to a New Sales Frontier.



WERD Atlanta, Ga.
WAUG Augusta, Ga.
WSID Baltimore, Md.
WBCO Birmingham, Ala.
WBMS Boston, Mass.
WPAL Charleston, S. C.
WGIV Charlotte, N. C.
WMFS Chattanooga, Tenn.
WGES Chicago, Ill.
WCIN Cincinnati, Ohio
WJMO Cleveland, Ohio
WCOS Columbia, S. C.
WPNX Columbus, Ga.
WJLB Detroit, Mich.
KWBC Ft. Worth, Tex.
WESC Greenville, S. C.
KCOH Houston, Tex.
WRBC Jackson, Miss.
WOBS Jacksonville, Fla.
KPRS Kansas City, Mo.
KGHI Little Rock, Ark.
WLOU Louisville, Ky.
WDIA Memphis, Tenn.
WMBM Miami Beach, Fla.
WMOZ Mobile, Ala.
WRMA Montgomery, Ala.
WSOK Nashville, Tenn.
WMRY New Orleans, La.
WOV New York, N. Y.
WRAP Norfolk, Va.
WHAT Philadelphia, Pa.
WHOD Pittsburgh, Pa.
WANT Richmond, Va.
KSTL St. Louis, Mo.
KWBR San Francisco—Oakland
KENT Shreveport, La.
WEBK Tampa, Fla.
WOOK Washington, D. C.
KBYE Okla. City, Okla.
WIVK Knoxville, Tenn.
WAAA Winston-Salem, N. C.
KWKW Los Angeles, Cal.
WJIV Savannah, Ga.

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RESERVING CHANNELS FOR EDUCATIONAL TV USE QUESTIONED BY FCC COMR. LEE

Commissioner discusses the wisdom of setting aside valuable spectrum space when educators have failed to demonstrate they can make proper use of it.

FAILURE to use tv channels reserved for educational systems is depriving the public of television service, FCC Comr. Robert E. Lee suggested Friday in an address to the Maryland-D. C. Broadcasters Assn., meeting at Ocean City, Md. (see story page 62).

Reviewing the whole educational tv problem, Comr. Lee submitted a list of questions based on failure of school organizations to use the large chunks of spectrum reserved for them. As one possible solution to the problem he proposed that study be given to a combination of limited use of local commercial stations and closed-circuit systems, supplemented by sound movies, slides and other audio-visual aids.

Conceding his frank unveiling of the educational tv situation might be "somewhat provocative," he said. "My mind is still open with respect to the answers. I have one conviction, however, with respect to these new adventures in this infant industry and that is that we should crawl before we walk, walk before we run, and run before we fly."

Comr. Lee traced the development of broadcasting and the chaos of pre-regulatory days, emphasizing the need of protecting the competitive system from attacks which he explained "are generally camouflaged and made from the flank or the rear."

He recalled charges in the industry that reservation of 250 channels for noncommercial educational tv use "will open the door for government competition." Explaining he does not oppose educational tv or allocation of channels for this purpose, he contended he has the right as a new Commissioner to examine the problem.

Cites Money Involved

He referred to average figures showing a tv station costs $250,000 and annual operation $100,000, involving a total of $100 million of educational money for the first year of construction and operation for 250 educational channels.

Comr. Lee told the Maryland-D. C. group he is not convinced that educational tv "is as yet a substitute for our traditional teaching methods but is rather another valuable adjunct that should be carefully used." He wondered if educational stations that run into budget trouble will apply for commercial lisenses and enter into competition with privately owned outlets. He asked if such an operation might lead to similar tactics in other branches of industry "and eventually will kill the goose which lays the golden tax eggs which must be depended upon to support government in all its phases, including education?"

Again, he asked, "Would it not be wise to explore fully the possibility of using these (educational) funds more economically by purchasing time from existing commercial stations. I do not say it would be, but have the possibilities been fully explored?"

An NARTB survey showing commercial stations make 8.1% of time for local shows available to educators was cited by Comr. Lee. The survey showed an average of more than $2,600 per station in time made available during the survey week. He asked if this and other data "raise a doubt as to the necessity or desirability of continuing to reserve indefinitely frequencies for exclusive educational use?"

In a review of the tv allocation, he said 83 vhf and 168 uhf channels have been reserved for educational tv, reducing many 4-vhf markets to three, and many 3-vhf markets to two. This has affected such major markets as Boston, Miami, Minneapolis, New Orleans, Dallas, Birmingham and Tampa, he said.

After asking "what is a reasonable time?" to utilize these educational channels, he listed their utilization as follows:

Six educational stations are now on the air. Twenty-four grants are outstanding, 17 of which are more than one year old. Five have furnished tentative starting dates. Seventeen applications are pending.

"I have been informed that many state legislatures, including New York, New Jersey, Connecticut and Michigan have refused appropriations for educational stations in their respective states," he said. It would therefore appear that at least a dozen of these authorizations are "paper grants" and have no foreseeable prospect of fruition.

"There are 198 channels or 81.8% of the educational reservations for which there are no applications after two years of reservation.

"In other words, if educational television continues to grow at the pace set since 1952, it will take more than 50 years—at the present rate of 1.2% per year—before the full educational allocation will result in operating stations.

"Meanwhile some of the networks complain that they cannot obtain satisfactory outlets in the first 100 metropolitan areas for their programs. Are we thus depriving people of television service?"

Noting the practical problems of school program servicing, he asked if removal of reservations where need cannot be shown, might bring nationwide competitive tv service with the least disruptive effort and expense to the public.

LAMB WINS TEMPORARY STAY OF HEARING

D. C. court halts Commission hearing of renewal case until broadcaster can appeal the court's earlier refusal to stop the hearing entirely.

TEMPORARY injunction against FCC's investigation of broadcaster-publisher Edward Lamb was issued last week by U. S. District Court Judge Edward A. Tamm pending perfection by Mr. Lamb of his petition to the U. S. Court of Appeals for D. C., for stay of the Commission hearing as illegal. He has 20 days to file in the higher court.

Judge Tamm earlier refused to stop the FCC hearing on the ground injury to Mr. Lamb already had occurred and could not be changed by an injunction [B•T, June 14]. Mr. Lamb thereupon entered an appeal from Judge Tamm's ruling.

The FCC case is scheduled July 28 before Examiner Herbert Sharfman and involves license renewal of WICU (TV) Erie, Pa., a Lamb property. Issues include the truth of previous statements to the Commission by Mr. Lamb that he never had communist ties.

Although desiring hearing "once and for all," Mr. Lamb charges the FCC renewal proceeding, unconstitutionally puts burden of proof upon him to show he did not give false information to the Commission and that he never had Red links. Rather, he contends, our legal processes require the plaintiff to bear burden of proof, not the defendant to prove innocence.

Continuing to deny any past communist associations, Mr. Lamb, a fortnight ago in court before Judge Tamm, said FCC already has cleared him on the Red issue six times before. Russell Morton Brown of McGrath & Brown, counsel for Mr. Lamb, told the court his client was informed by Chairman Rosel Hyde that FCC has no new evidence but could not stop another investigation because Comr. John C. Doerfer is the "key to the problem."

Meanwhile, Comr. E. M. Webster issued a statement on the WICU proceeding, indicating it should be held before the full Commission rather than an examiner in view of the charges. He said in part:

While I am in complete accord with the Commission's decision to hold a hearing with respect to Mr. Lamb's qualifications in this connection, it apears to me that where a man's most cherished possession, his reputation, is under attack in a hearing, careful attention must be given to intangible but vital considerations such as the demeanor and credibility of the party involved and witnesses appearing in the case. Regardless of the integrity and ability of an examiner, it appears to me to be the Commission's duty to examine personally each individual who testifies under circumstances such as exist in this case.

In another proceeding involving character qualifications, a non-broadcast case, Comr. Doerfer held an applicant is not entitled by law to hearing on a new bid if FCC recently ruled he was not qualified. The case involves the application of Abraham Klein for a one-way signaling station in the domestic public land mobile radio service at Detroit. FCC on June 3 refused him such a license at New York in view of a Post Office Dept. fraud order against Mr. Klein's Classified Pub. Corp., involving solicitations for business directory listings.

FCC on June 9 set the Klein bid at Detroit for hearing with competitive applications on July 19. Although concurring, Comr. Doerfer said:

I concur with the order for hearing which includes the issue of character qualifications with respect to Abraham Klein. However, I do not believe that the law compels us to afford Klein another hearing on character qualifications in view of the fact that as recently as June 3, 1954 we found he was of unfit character to become the permittee or licensee of radio facilities. The literal language of the law must be inter-

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FCC Begins Staff Cuts

REDUCTION in force was initiated by FCC last week as part of the move to cut its staff by 65-70 people this fiscal year in order to bring operating costs within the current reduced budget [B•T, April 19]. FCC last week ordered elimination of 10 positions, accountants and economists, to balance staff composition.

The resulting reshuffle, as those affected "shake down the ladder" to lesser grade jobs, will cause a total of 53 "personnel actions" including 33 demotions. Five temporary people "fall off the bottom of the ladder" and must be separated, FCC officials said.

Of the demotions, two employes are reduced from Grade 11 to Grade 7 ratings while the others are reduced one or more classifications. A total of 15 persons were ordered transferred to new jobs but with their same Civil Service ratings.

FCC officials explained the reduction in force is hoped to be the only such action this year, although additional temporary employes, including seven or eight hearing examiners, will have to be "separated" by next January. Other reductions will be achieved by not filling vacancies caused by resignations and retirements during the year.

preted in such a manner as to accord due process to an applicant. However, it does not require redetermination of an issue freshly determined. There has not been a sufficient lapse of time since our former decision to make such an improvement in Klein's character as to make him now qualified.

In my opinion it is an imposition upon the Commission's processes to afford him repeated oportunity to disprove that which he failed to convince us of in a very recent case. The law does not compel us to perform a useless and meaningless act. We are not required to order hearings for the purpose of obtaining information which has already been supplied to us.

In its final ruling in the Klein bid at New York, FCC held in abeyance "pending further consideration" the competing application of Page Boy Inc. In an initial ruling earlier, the examiner declared "without merit" on the basis of the record a suggestion by Mr. Klein that Page Boy principals Saul Germain and Irwin Rudin should be disqualified because of their membership in unions "which, by reason of alleged communist domination, were deprived of their affiliations with CIO."

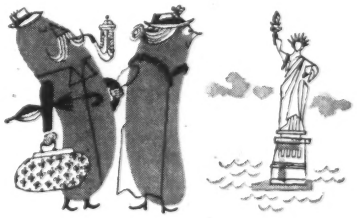
The examiner found "the record herein contains nothing which would raise a question concerning the loyalty of these two men. It appears that such membership by them was essential to the obtainment and retention of their employment."

Anti-Tv Bill Dropped

PROPOSAL to ban telecasts of Congressional hearings [B•T, June 14] was ruled out last week by Rep. Leo E. Allen (R-Ill.), chairman of the House Rules Committee. Rep. Allen told Charles A. Roeder, WCBM Baltimore, chairman of the NARTB Freedom of Information Committee, that the proposal had been set aside by the committee. Mr. Roeder had asked for a chance to bring industry witnesses before the committee. He was assured there would be no consideration of the ban by the committee.

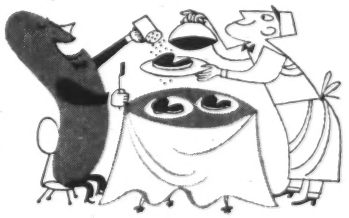
How the Wiener won its way!

or the summarized story of the friendly frank

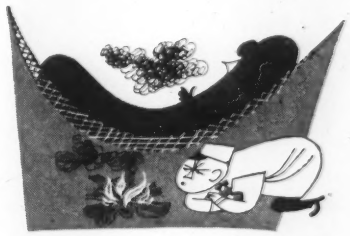


1. The first frankfurter emigrated to this country from the old German city of Frankfurt am Main. On the boat he met Fräulein Wiener from the city of Wien (Vienna).

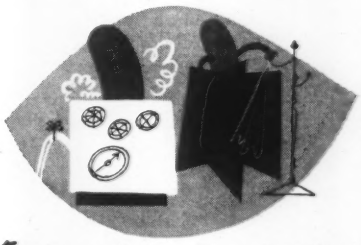
2. Today the descendants of these sturdy sausage pioneers—6½ *billion* a year—are typically American in every way. They go to ball games, picnics, barbecues.



3. In the meat packer's sausage kitchens where they are born, modern franks are stuffed with selected lean beef, and some have pork, too, delicately blended with just the right amount of spices.



4. Franks get their ruddy tan from hanging around a smokehouse. The smoke, which is apt to be from hickory or applewood fires, is carefully measured and actually filtered.



5. After an invigorating steam bath (franks always come to you ready-cooked), some shed their skins. Others are remarkably thin-skinned. Some like 'em with, some without.

6. They graduate with the highest degree in nutrition. For protein, B vitamins and digestibility, franks are in the same class with that noblest of cuts, the steak.

7. If all the franks Americans eat this year were laid end to end they would reach to the moon and back with enough left over to encircle the world 5 times. Most folks, however, prefer just to lay them in a bun.

Moral: Only 4 kinds of meat animals are grown on American farms. But American appetites call not just for meat, but meat in dozens of different processed forms. There are more than 100 kinds of sausage products alone. That's why a meat packer is also a chef—with more specialties than you'll find in a cookbook.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.

FCC BYPASSES OWN OWNERSHIP EDICT

Houston tv transfer approval hints that multiple ownership ruling may be eased.

HINT that FCC may reconsider its strict interpretation of ownership control in the multiple ownership decision of last November, plus relaxation of its duopoly rule with respect to television mergers, was evidenced last week in a majority decision approving transfer of ch. 13 KTLK (TV) Houston to Houston Consolidated Television Co.

Over dissents by Chairman Rosel H. Hyde and Comr. E. M. Webster, a majority comprised of Comrs. George E. Sterling, Robert T. Bartley, John C. Doerfer and Robert E. Lee granted transfer of the permit to the new firm, owned in part, among others, by KTRH Houston and in part by Mayor Roy Hofheinz, who is allowed to retain his 25% holdings in KTHT Houston, of which he is president.

Heretofore, with but one exception, FCC consistently has ruled two am interests could not join in a common tv venture without disposing of one of the radio outlets.

The Commission earlier allowed WBML and WNEX Macon Ga., to merge in a tv bid for ch. 47 under a proposal whereby they promised to retain radio separation and continued competition. Each held 45% with a third independent party owning 10% balance of control. WNEX since has bought out WBML's share in the tv outlet, WETV (TV), indicating the plan wouldn't work [B•T, Feb. 15, Jan. 25].

In the Houston case, Mr. Hofheinz stated in the transfer application he would give up his KTHT interest if required. The majority's action attached no such condition to the grant.

Ch. 13 at Houston originally was sought by four applicants who subsequently agreed to merge, each to take the following shares in a joint venture: KTRH, 32%; Houston Area Television Co., 32%; Houston Television Co., 20%, and Mayor Hofheinz, 16% [B•T, Jan. 11]. All withdrew but Houston Television, which received the permit, now assigned to Houston Consolidated to effect the merger.

FCC's duopoly rule, Sec. 3.35 forbids two radio stations in the same area to be under common control "except upon a showing that public interest, convenience and necessity will be served through such multiple ownership situation."

FCC revised Sec. 3.35 and companion fm and tv rules late last year to provide that a single interest could not own or control more than seven am, seven fm and five tv stations [B•T, Nov. 30, 1953]. Strict interpretations of the revised rules were issued by the Commission in cases involving Westinghouse and General Teleradio [B•T, April 5, Feb. 22, 15] while Storer Broadcasting Co. has complained to the courts (see story below).

BROADCAST CASES CROWD FALL DOCKET

SOME touchy and significant broadcast cases apparently will lay over during the summer, it was obvious last week as the U. S. Court of Appeals for the District of Columbia prepared to close out its spring calendar.

Among the broadcast litigation which will remain unresolved until the court resumes hearing oral arguments in the fall are the Whitefish Bay (Milwaukee) ch. 6 allocation, the Spartanburg, S. C., ch. 7 transmitter shift, and the Storer Broadcasting Co. attack on the Commission's multiple ownership rules.

The court's calendar ends with those cases set for oral argument June 25. The calendar is reopened early in October. However, during the summer, the court continues to issue decisions on cases already argued. It also convenes to hear pleas for injunctions and temporary stay orders. But, it hears no new arguments. Briefs due during the summer are permitted to be filed to Sept. 11.

The following are the 11 cases awaiting action:

Allentown, Pa.—WHOL Allentown protesting grant of its facilities to *Easton* (Pa.) *Express*, following second hearing on both applications. Argued last February [B•T, March 1].

Albuquerque, N. M.—KOA Denver protesting grant for KOAT Albuquerque to change facilities on ground of interference. Stay argued this month [B•T, June 14].

Camden, Ark.—KAMD Camden, Ark., protesting FCC approval of the sale of KPLN from Leo Howard to D. R. James Jr. Argued last October [B•T, Oct. 12, 1953].

Grand Rapids, Mich.—WGRD Grand Rapids protesting FCC order requiring it to cease presunrise operations due to interference to WING Dayton, Ohio. Stay denied last January [B•T, Jan. 18].

Harlingen, Tex.—WCKY Cincinnati protesting grant of 50 kw daytime, non-directional, to KGBT Harlingen. Argued two weeks ago (see page 89).

Montpelier, Vt.—Colonial Tv Co. protesting FCC grant of ch. 3 there to WMVT (TV) Montpelier on ground Colonial was erroneously declared to have defaulted.

Rochester, N. Y.—WSAY Rochester protesting ch. 10 grant there to sharetime stations WHEC-TV and WVET-TV. Request to impound profits argued last week (see page 89).

St. Louis, Mo.—WTVI (TV) St. Louis protesting grant of ch. 4 there to merged KWK application. Stay denied last month [B•T, May 24].

Spartanburg, S. C.—WAIM-TV Anderson, S. C., protesting FCC grant for WSPA-TV Spartanburg to move ch. 7 transmitter to Paris Mt. Stay argued May 27 [B•T, May 31].

Whitefish Bay (Milwaukee), Wis.—WCAN-TV Milwaukee protesting allocation of ch. 6 to Whitefish Bay. Stay denied early this year [B•T, Jan. 25].

Multiple ownership rule—Storer Broadcasting Co. protesting FCC multiple ownership rules which fix limitations on number of stations which may be owned by same person or company. Brief filed early this month [B•T, June 7].

Didn't Reach Her

ONE of the applicants in the Shreveport, La., ch. 12 hearing submitted a recording of a Negro bebop disc jockey program carried on the am station affiliated with another applicant. This was played for FCC Hearing Examiner Fanney Litvin. This is how she described it:

"During that program, music (some Negro spirituals) interspersed with several commercials for Jax Beer were broadcast along with grunts, groans and squeals of the disc jockey, whose speech was at times unintelligible to the Examiner whose ear does not happen to be acquainted with the speech of the Southern Negro."

The program was one of Chester McDowell's on his *Daddy-O-Hot-Rod* segment on KCIJ Shreveport.

Johnson Says Comm. Tv Has Promising Future

OPTIMISTIC FUTURE for the continuance of community television systems was foreseen by Sen. Edwin C. Johnson (D-Colo.) in a speech before the third annual convention of the National Community Television Assn. in New York's Park Sheraton Hotel last week [story page 64].

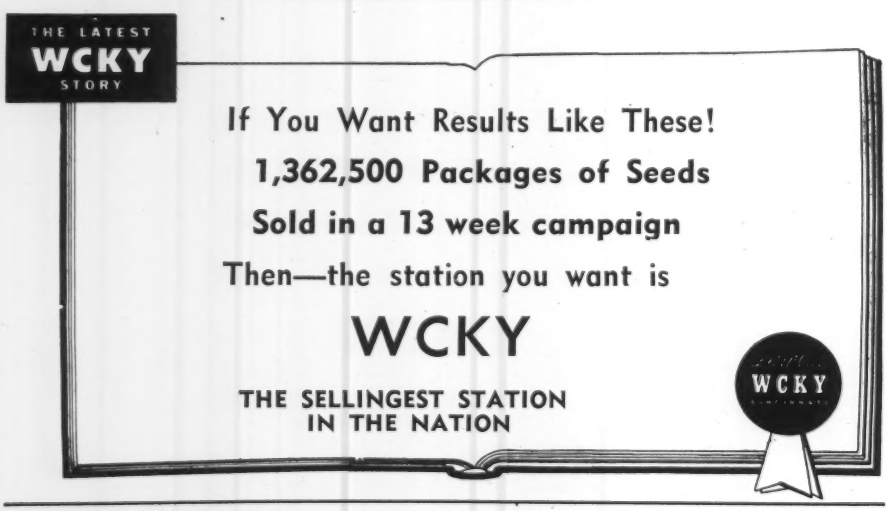
Questioning whether any town with as few as 5,000 people could support its own tv station, the senior Democratic member of the Senate Commerce Committee pointed out that there were 2,500 such towns and that community tv operations were probably the only way those people could ever see tv.

Sen. Johnson went one step further. He urged the community television operators to undertake a "special-occasion local studio program" in order to provide local programs to the small towns and villages served by them. Subscription tv also was held out by the Senator as a possible addition to community tv operations.

He warned, however, that community tv systems should not oppose the establishment of local tv stations.

He referred to the Fairmont, W. Va., situation where the local uhf station operator faces competition from Wheeling, Pittsburgh and Johnstown tv stations through the facilities of the Fairmont closed circuit distribution system.

"Here is an example of the Commission's allocation plan being set to naught, resulting in an unregulated medium giving a struggling



station unexpected but deadly competition," he said.

"Community television service is only asking for trouble when it attempts to serve an area already being served by its own station," the Senator said. "The non-network station cannot withstand network competition from distant stations," he continued.

Community tv is not a common carrier, Sen. Johnson declared, and should not be regulated by the FCC or state utility commissions. "And you are no more a common carrier than is a hotel with one master antenna, which serves its 100 rooms," the Colorado Senator said.

He also urged the community tv operators to clean up their installations so that they do not interfere with reception of those who are not subscribers.

Watch that rates do not go too high, he warned. "Higher than necessary rates will compel cooperative associations to enter this field and render a non-profit service," Sen. Johnson said.

Drys Turn to Senate In Alcohol Ad Fight

THE DRYS will take another crack at alcoholic beverage advertising starting today (Monday).

The Senate Interstate & Foreign Commerce Committee's Subcommittee on Business & Consumer Interests will hold a hearing on the Langer bill (S 3294) which would ban such advertising from all media, including radio-tv.

First witnesses will be the proponents to the bill, which is identical to the Bryson proposal heard in full by the House Interstate & Foreign Commerce Committee last month [B•T, May 31, 24].

Since the Army vs. McCarthy hearing has ended its grueling stay in the Senate Caucus Room it was planned to hold the hearing there. Whenever legislation favored by the temperance forces comes up on Capitol Hill, the turnout is overwhelming.

Sen. William A. Purtell (R-Conn.) is chairman of the subcommittee. Other members: Sens. Andrew F. Schoeppel (R-Kan); Charles E. Potter (R-Mich.); A. S. Mike Monroney (D-Okla.); John O. Pastore (D-R. I.).

Today's session starts at 10 a. m. The hearing is slated to continue through Thursday.

No Commercials on VOA

THE U. S. Information Agency has no plans to sell time on its Voice of America broadcast service but is "highly complimented by the inquiry," USIA Director Theodore C. Streibert quipped Thursday in answering a humorous inquiry at a National Press Club luncheon in Washington.

Mr. Streibert said VOA messages are getting through the iron curtain, citing evidence obtained by Jack R. Poppele, VOA director for broadcasting. He conceded that Soviet jamming is proving effective in Moscow proper but added that Russians are spending twice as much for jamming as the U. S. spends to broadcast the VOA service. Mr. Streibert is a former MBS and WOR New York board chairman. Mr. Poppele for many years was WOR engineering vice president.

WAY SEEMS CLEAR ON DOERFER VOTE

NO TANGIBLE opposition to the renomination of John C. Doerfer to the FCC was in sight in senatorial ranks last week as Sen. John W. Bricker (R-Ohio), chairman, Senate Interstate & Foreign Commerce Committee, announced an open hearing on that subject would be held Wednesday in Room G-16 in the Capitol Bldg. The session starts at 10 a.m.

Comr. Doerfer, a Republican, is from Wisconsin and it was understood he has the endorsement of both Wisconsin Senators, Alexander Wiley (R) and Joseph R. McCarthy (R). Sen. Bricker also is said to be favorably inclined toward confirmation.

Comr. Doerfer's current term expires June 30. If confirmed, his new term would be for the full seven-year period (to June 30, 1961).

Sen. A. S. Mike Monroney (D-Okla.), who battled both in committee and on the Senate floor against the nomination of Robert E. Lee to the Commission earlier this year, said he could not comment on the Doerfer nomination. He said he was not familiar with the nomination and preferred not to say whether he would question it. Earlier this year, Sen. Monroney had told B•T he would have no objection to the Doerfer renomination because it was not a similar situation as that which he attached to the Lee nomination.

Democratic Sens. George A. Smathers (Fla.) and John O. Pastore (R. I.) also were understood to be neutral at this time.

It is freely speculated that should Comr. Doerfer be confirmed without serious opposition in the Senate the White House might appoint him chairman of the Commission.

Anti-Gambling Bill Gets Fast Treatment

THE FAST ACTION predicted two weeks ago on the Justice Dept.-sponsored anti-gambling bill [B•T, June 14] seemed assured in Senate committee last week.

The measure (S 3542), introduced in the Senate at the request of Justice and given a quick two-day hearing, was to be reported by a Senate Interstate & Foreign Commerce subcommittee last Friday or today (Monday).

The plan was to have the bill clear the subcommittee so the full committee could consider it by this Wednesday in executive session.

Sen. Bricker's bill, which is a revival of a 1950 measure that would ban broadcasting and other interstate transmission of "gambling information" on sports events, would require an hour's time lag before details of a horse race or dog race are put on the air.

TWO SENATORS sat at the head table Thursday as Theodore C. Streibert, director of the U. S. Information Agency, addressed the National Press Club in Washington. L to r: Sen. J. W. Fulbright (D-Ark.); Jack R. Poppele, Voice of America (under USIA); Mr. Streibert, and Sen. Alexander Wiley (R-Wis.).

The bill in its present form is opposed by the FCC. Chairman Rosel H. Hyde, in testifying before the subcommittee two week ago, asked if the bill were not discriminatory to radio. He noted the bill confines stations to reception or transmission of horse racing and dog racing information but does not so restrict the newspapers.

He also was critical of the measure because it would make FCC a so-called "traffic cop" in the field because, he warned, law enforcement would be left up to the Commission.

Chairman Hyde also feared that the bill, as written, would dilute FCC's power to refuse to renew a licensee who is not operating in the public interest because of broadcast practices respecting horse racing.

Boston, D. C. Contests Set

THE Boston ch. 5 and Washington ch. 20 contests were scheduled by FCC last week for hearings to commence in Washington July 16. Boston applicants are WHDH, WEEI, WCOP, Massachusetts Bay Telecasters Inc., Greater Boston Television Corp. and Allen B. DuMont Labs. Seeking ch. 20 are WGMS Washington and WEAM Arlington, Va., suburb of D. C. Only five cases remain to be scheduled by FCC [B•T, June 7].

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SHREVEPORT CH. 3 FAVORED FOR KTBS

Although finding KWKH to be preferred in a number of points, an FCC examiner cites the Commission Flint ch. 12 ruling as basis for his initial decision to grant KTBS on media diversification grounds.

INITIAL decision proposing to grant ch. 3 at Shreveport to KTBS there and deny the competitive bid of KWKH on the ground of diversifying the media of mass communication was issued last week by FCC Hearing Examiner Basil P. Cooper. KTBS is owned by George D. Wray and family. KWKH is a family interest of the late John D. Ewing Sr.

Although citing a number of preferences for KWKH, the examiner hinged his ruling on the media diversification issue because of the recent final decision by the Commission in the Flint ch. 12 case in which FCC affirmed its diversification policy and voted to grant the permit at Flint to WJR Detroit rather than to WFDF Flint, a Bitner station, or to W. S. Butterfield Theatres Inc., competing applicants [B•T, May 17].

In the Flint case, FCC overruled an examiner's preference for WFDF on the basis of program proposals.

The Shreveport initial ruling of Examiner Cooper, however, pointed out "there is nothing in the record on which to predicate a finding that the radio stations and newspapers owned by the principals" of International Broadcasting Corp., KWKH licensee, "have not rendered acceptable service; on the contrary, the contention is that because the service has been so satisfactory, the principals of International have a 'monopoly' of the media for the dissemination of news and information despite the existence of the competition afforded by KTBS and the numerous other radio stations and newspapers serving the area.

"It is true that the principals of International own and publish the larger of the two Shreveport newspapers, two newspapers in Monroe, La., and own and operate powerful radio stations in Shreveport, La., and Little Rock, Ark. [KTHS], but they obtained these facilities not by luck or chance but by the exercise of diligence, foresight and hard work. Those persons who read the Shreveport *Times*, the Monroe *World* or the Monroe *News-Star* and listen to KWKH and KYHS do so from choice, as other newspapers and other radio services are available to them."

Explaining his reliance on the Flint case, Examiner Cooper said, "While the doctrine of *stare decisis* is not binding on an administrative agency, the initial decision of the examiner must reflect the principles and policies laid down by the agency in its published decisions."

Fortnight ago, another FCC examiner recommended grant of ch. 12 at Shreveport to Shreveport Television Co. and to deny KRMD and Southland Television Co. [B•T, June 14]. Threesome has been operating ch. 12 KSLA (TV) there under unique "interim" arrangement pending final FCC choice.

JOS. WEED & CO.,
350 Madison Ave., New York,
Know About the
5000 Watt Transmitter
Now in Use at
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

Red Color Tv

IT's well known on the Congressional scene that Rep. George H. Bender (R-Ohio) enjoys placing into the *Congressional Record* a tongue-in-cheek, short comment or observation on national topics. In the June 11 *Record*, Rep. Bender asked: "Mr. Speaker, have you placed your order for color tv yet? Sets will be out this autumn. *Quaere:* How many citizens of the Soviet Union have ever seen tv? How many are likely to see it in this generation? Any wonder Russia keeps its doors locked?"

Flint Ch. 12 Grant To WJR Is Protested

Losers WFDF Flint and W. S. Butterfield Theatres, plus new Flint citizens committee, attack final ruling of FCC which reversed examiner's preference for WFDF.

PROTESTS of FCC's final ruling reversing a hearing examiner's recommendation and granting vhf ch. 12 at Flint, Mich., to WJR Detroit [B•T, May 17] were filed with the Commission last week from three sources, two from competing applicants for ch. 12 and the third from a newly formed Citizens Committee for a Vhf Television Station for Flint.

Losing applicants WFDF Flint and W. S. Butterfield Theatres Inc. petitioned FCC to reconsider its final decision on the ground the Commission failed to rule on the basis of the record, even to overlooking WJR's admitted shortcomings.

WFDF charged "the Commission's denial not only of the obvious but also the admitted facts is arbitrary, capricious and a gross dereliction of its duty to the people of Flint."

Butterfield held the record should be reopened to admit new evidence affecting basis of FCC's preference for WJR on media diversification grounds. Evidence would be offered about acquisition of a collective 31% interest in ch. 15 WINT (TV) Waterloo-Ft. Wayne, Ind., by WJR officers since release of the Flint decision.

The Flint Citizens Committee, organized May 20, asked for rehearing of the final decision and right to intervene as a party in interest. Committee is composed of a wide cross-section of Flint civic, fraternal and business organizations. Earlier, the City Commission of Flint adopted a resolution criticising FCC's ruling and voted to favor a grant to WFDF [B•T, May 31].

WTVN (TV) Columbus Files To Purchase WHKC There

APPLICATION for the sale of WHKC Columbus, Ohio [B•T, April 19], to WTVN (TV) there for $258,000 was filed with the FCC last week.

WTVN is subsidiary of Radio Columbus Inc., licensee of WKRC-AM-FM-TV Cincinnati, and 30% owner of KBIR Knoxville, Tenn., applicant for a new tv station on ch. 10 there. Radio Columbus is owned by the Taft family, which also publishes the *Cincinnati Times-Star*.

WTVN balance sheet as of March 31, 1954, reported its total current assets at $133,256, total fixed assets at $1,533,044 and its total assets at $1,666,300. Total liabilities were reported at $1,621,062. The balance sheet further indicated that WTVN had lost $20,507 in 1953 and $24,254 for the first three months of 1954.

Commission Approves Sales Of KTYL-TV, KCBQ, WIBM

FCC last week approved the sales of KTYL-TV Mesa-Phoenix, KCBQ San Diego and WIBM Jackson, Mich.

KTYL-TV was sold to KTAR Phoenix. KTAR leases the KTYL-TV land and building for a five-year period at $630 per month and assumes obligations totaling $251,000 [B•T, May 3]. KTAR owns 85.8% of KVOA-AM-TV Tucson, 98% of KYUM Yuma and 95.2% of KYCA Prescott, Ariz.

At San Diego, KCBQ was sold by Charles E. Salik for $250,000 to principals of KRUX Phoenix, Mr. & Mrs. Timothy Sparkman and Mr. & Mrs. Stanley Schultz. Sale was necessary to enable Mr. Salik to exercise his option to purchase one-third interest in KFSD-TV San Diego [B•T, May 10].

WIBM was sold for $115,865 to Booth Radio & Tv Stations Inc. [B•T, May 10]. Booth Radio & Tv is permittee of WSBM-TV Saginaw, and owner of WBBC Flint, WJLB Detroit and WSGW Saginaw, all in Michigan. After completion of the negotiations for the purchase of WIBM, Booth filed an application for a new tv station on vhf ch. 10 at Parma-Onondaga, Mich. Booth Radio & Tv is owned by President-Treasurer John L. Booth and family.

Western Union Asks FCC To Approve Rate Increase

RATE increases designed to yield an additional $10 million in net revenue a year were asked Tuesday by Western Union, effective July 15, in a petition filed with the FCC. The new structure provides special incentives to encourage wider use of telegraph service. A 20-cent discount would be applied on each message in excess of 100 a month sent by users having direct wire connections with the telegraph system.

This discount, it was stated, recognizes savings in labor costs on messages transmitted by customers over facsimile, teleprinter and other direct wire connections. It would bring overall costs for such users below the figure prior to the excise tax reduction April 1.

The new rates continue the 15-word allowance in telegrams, with 50 words in night letters. Cost of a 15-word fast telegram is up only a cent a word, with no increase to distant points. Charge for additional words is lowered. Higher wage costs due to union contract renewals were cited in the petition.

WSAY ASKS IMPOUNDING OF OPPONENTS' PROFITS

Rochester station says that ch. 10 grant to sharetimers there defied FCC rules, claiming that amended application to share time was, in effect, a new one.

PLEA that WHEC-TV and WVET-TV, both sharing ch. 10 at Rochester, N. Y., be made to account for their profits and that the profits be impounded [B•T, June 14, 7] was made to three judges of the U. S. Court of Appeals in Washington last week.

In an oral argument before Chief Judge Harold M. Stephens and Judges George Thomas Washington and John A. Danaher, WSAY attorney William A. Roberts attacked what he called a change in the method of processing applications at the Commission which resulted in the 1953 grant to the two Rochester applicants to share time on ch. 10. He called the Commission's action "arbitrary and capricious" and "in defiance of all the rules." He said that when WHEC and WVET amended their applications to propose share time it was a new application and, thus, WSAY's application, which was filed six days after the Commission granted the share time application, was entitled to a comparative hearing.

Rebuttal by Daniel Ohlbaum, FCC attorney, was on the ground that the Communications Act provided for no property rights in FCC licenses and that WSAY's request could not be granted by the court. He said the Commission has no way of forcing licensees to make an accounting of finances or of impounding profits.

Suggestion that WSAY be permitted to become a third owner of the ch. 10 operation, on an interim basis pending the court's decision on the merits of its appeal also was opposed by the FCC counsel. Interim operation requires a voluntary agreement by all parties, he pointed out, and that was impossible here.

In response to Mr. Robert's reference to a "40 hour grant," Mr. Ohlbaum pointed out that the two applications were on file since 1952 and that all prospective competitors were on notice. He said also there was no legal requirement that the FCC impose a waiting time before acting on applications.

Hearing Set June 24-25 On Tall Tower Study

PUBLIC hearing on whether present aeronautical standards for marking and lighting tall radio and tv towers, including guy wires, are adequate will be held in Washington Thursday and Friday.

Hearing, which will be open to all interested parties, will be before the special committee of the Airdromes, Air Routes and Grounds Aids subcommittee of the Washington Air Coordinating Committee [B•T, Jan. 11, *et seq.*]. Dr. T. G. Andrews, head of the psychology department, U. of Maryland, is chairman of the *ad hoc* committee, which contains representatives of government agencies, aviation and broadcast industries.

Should the working committee determine that present marking and lighting standards are inadequate, it proposes to look into various methods of additional or different marking and lighting. The presently scheduled open hearings are not concerned with the means of improving lighting and marking but are directed solely to the adequacy of the present standards.

The open hearing is scheduled to be held in Room 3116, main Navy Building, 18th and Constitution Ave. Those desiring to appear were asked to notify the secretary of the AARGA subcommittee in advance. He is Arthur L. Catudal, Civil Aeronautics Administration, Dept. of Commerce, Washington 25, D. C.

Meanwhile, the Navy flew a group of committee members to Annapolis and Reading, Pa., last fortnight. Their objective was to determine how well, or how poorly, tv towers are identifiable from the air.

The group was hoping for poor visibility [CLOSED CIRCUIT, June 7], but weather was so bad that after luncheon at Harrisburg the party returned to Washington without accomplishing its mission. A second stab at the same mission is planned in the near future.

Among the dozen observers aboard were Noble C. Shumway Jr., FCC Antenna Survey Branch; John E. Doane, FCC Broadcast Bureau, and Oscar Elder, NARTB.

$6.5 Million Approved For FCC 1955 Fiscal Year

THE HOUSE version of how much money FCC should get for fiscal 1955 will prevail over the higher figure suggested by the Senate.

Senate-House conferees last week approved the House budgeting of $6,544,400 as compared to the Senate's $7,294,400. This cuts out the additional funds sought by FCC for a new frequency usage monitoring program.

Funds for the broadcast service of the FCC remain untouched. Total there is about $1,230,000 as compared to the current fiscal broadcast expenditure of $1,604,000.

The conference appropriations request, once accepted by Senate and House, needs only the President's signature to become law. The current fiscal year ends June 30.

Harlingen Daytime Case Argued Before Appeals Court

ORAL argument on the Harlingen, Tex., daytime case was held before three judges of the U. S. Court of Appeals in Washington last fortnight.

At issue is the 1953 grant of the 50 kw nondirectional daytime power to KGBT in that city on 1530 kc. WCKY Cincinnati, which appealed to the court, claims that the non-directional grant would cause interference within its normally protected contour. WCKY is the dominant station on that frequency. It maintains that a hearing should have been held before the grant to KGBT was made.

KGBT appealed from an FCC revocation of its program test authority to operate according to the 1953 CP. It claimed this was a modification of license without a hearing. Pending the outcome of the court case, the FCC stayed the effectiveness of its revocation order, which permits KGBT to operate nondirectionally during daytime hours.

The Commission, in opposing both appeals, maintains that its rules do not recognize daytime skywave interference. It also held that until the present daytime skywave consideration is completed, it cannot be held accountable.

The oral argument was held before Circuit Judges E. Barrett Prettyman, Wilbur E. Miller and Charles Fahey. Frank Roberson represented WCKY; W. Erwin James, KGBT, and Richard A. Solomon, FCC.

Book-of-the-Month Club Seeks to Buy WABF (FM)

APPLICATION was filed with FCC last Thursday by the Book-of-the-Month Club Inc. for consent to the acquisition of WABF (FM) New York from Ira Hirschmann. The station received permission from FCC in July 1953 to remain silent temporarily for purposes of reorganization. Mr. Hirschmann sells his stock for $70,000 and in turn buys subsidiary assets for $79,500. Feb. 28 balance sheet showed deficit of $371,800. Book-of-the-Month already has minority holding valued at $150,000, the application shows.

WABF (FM) was founded in 1941 by Abraham & Strauss and Bloomingdale's, and was directed by Mr. Hirschmann, who subsequently purchased control, continuing operation under the name of Metropolitan Broadcasting & Television Inc. In the latter company, the Book-of-the-Month Club had an investment interest. It is planned that Mr. Hirschmann will continue with the station in a consultative capacity.

The station has specialized in classical musical programming. A spokesman for the Book-of-the-Month Club reported that if its application is approved, it will continue to stress music, but also will give added emphasis to books, authors and literary subjects of timely interest.

KBST Wins Initial Grant

INITIAL decision to grant ch. 4 at Big Spring, Tex., to KBST there was issued last Monday by FCC Hearing Examiner Basil P. Cooper following dismissal of a competing application by Texas Telecasting Inc. Latter withdrew to devote attention to another interest, ch. 13 KDUB-TV Lubbock.

Jim Deline show

Central New York's only LIVE TV Variety Show

One-a-day mention for the March of Dimes brought over 5000 orders for photos of the Deline Gang—over $1200, which went to the March of Dimes. Central New Yorkers watch the Deline show.

Participating

1-Min. and 10-Min. Segments Monday-Friday, 12:00-12:45 pm

(also radio 9:15-9:55 a.m. Mon-Sat. and 1:00-2:30 p.m. Mon.-Fri.)

WSYR-TV

Channel 3—100 kw

NBC Affiliate

SYRACUSE, N. Y.

Headley-Reed, National Representatives

WMCT (TV) Opposes Belknap Grant For Common Carrier Tv

PROTEST and petition for rehearing were filed by WMCT (TV) Memphis last fortnight against the FCC's grant of intercity, microwave relay facilities to J. E. Belknap Assoc. [B•T, May 10].

The Belknap grant was made on a common carrier basis, so that the carrier could pick up tv signals from Memphis stations and relay them to community television systems in Poplar Bluff and Kennett, Mo.

WMCT claimed that the grant endangered its property rights in programs which it received from networks and producers, leased film and its own creations.

It asked the Commission to hold a hearing to determine whether any infringement of property rights was involved, and also to determine whether and to what extent the FCC has jurisdiction over community tv systems.

In addition to WMCT on ch. 5, Memphis has a second station which has not objected to the grant. This is WHBQ-TV, on ch. 13

WATR-TV Seeks 'Booster' To Improve Station Signal

APPLICATION for construction of a new experimental tv "booster" station on ch. 53 at Waterbury, Conn., was filed with FCC last week by Adler Communications Labs. Ch. 53 WATR-TV Waterbury has difficulty in covering the downtown area of the city because of irregularities of the terrain, the application reported. Hence, the purpose of the experimental outlet is to investigate the feasibility of designing unattended low-power booster stations to improve reception within the normal service range of uhf transmitters now suffering from degraded signals due to terrain shadowing, it was disclosed.

The research program calls for installation and operation of the booster at the WATR-AM tower, 10 miles from WATR-TV. Effective radiated power of the booster would be 40 w.

Strouse, Others Seek New Am

APPLICATION for a new 1 kw-daytime am station on 1360 kc at Rosedale, Md., and expected to cover the Baltimore market, was filed last week by Ben Strouse and associates. Mr. Strouse, vice president-general manager-2½% owner of WWDC-AM-FM Washington, D. C., will own 25% interest. Mr. Leon B. Back, vice president-general manager of Baltimore theatre exhibitors, Rome Theatres Inc., will also own one-quarter interest and Mathilda W. Feldman will own the remaining 50% interest.

WKDA Sale Approved

SALE of WKDA Nashville by Tom Baker Jr. and Al Beaman for $312,500 to John W. Kluge and associates was approved by an FCC majority last fortnight over the dissents of Comrs. Frieda B. Hennock and Robert T. Bartley.

Messrs. Baker and Beaman now can exercise their options to buy combined 50% of WLAC-AM-TV there pursuant to an earlier merger agreement resulting in the tv grant for ch. 5. Mr. Kluge is majority stockholder in WGAY Silver Spring, Md., and KXLW Clayton, Mo., and part owner of WLOF Orlando, Fla.

Killeen Am Grant Proposed Despite Errors in Application

INITIAL DECISION proposing to grant new 250 w-daytime standard station on 1050 kc to Highlite Broadcasting Co. at Killeen, Tex., was issued by FCC Examiner Annie Neal Huntting.

Highlite Broadcasting is composed of equal partners W. A. Lee, Alton W. Stewart and Franklin T. Wilson.

The decision found the applicants qualified and a grant in the public interest notwithstanding the fact that Messrs. Stewart and Wilson had erroneously answered questions in the Killeen application and three other applications relating to previous convictions and unsatisfied judgments.

The examiner noted that "based on the demeanor of Messrs. Stewart and Wilson on the witness stand, their testimony, and their reputations in their respective communities, they appear to be conscientious, honest, and reliable men of good repute". The decision concluded that "the facts in this proceeding and the exemplary lives led by both Stewart and Wilson since their convictions" justify the grant.

Newspaper Asks FCC To Review WFEA Brodcasts

FCC review of past operations of a broadcast station to determine its public interest qualifications is not censorship under Sec. 326 of the Communications Act, according to a complaint filed with the FCC by Union Leader Corp., Manchester, N. H. The newspaper firm asks FCC to serve WFEA Manchester with an order to appear before the Commission and give evidence covering broadcasts by a commentator, George Christie. Editorial bias is charged.

Attorney Neville Miller, for Union Leader Corp., is asking for an order revoking WFEA's license, said Public Information Inc., WFEA licensee, has not kept commitments made to the FCC in applying for assignment of the station. The transfer to Ferris E. Rahall, WFEA executive vice president and 100% stockholder, was approved last Feb. 3. Mr. Rahall also has interests in WKAP Allentown, Pa.; WWNR Beckley, W. Va.; WNAR Norristown, Pa., and WQCY (TV), ch. 39 permittee in Allentown, according to the petition.

GOVERNMENT PEOPLE

Bert Harkins, manager of facilities, MBS, appointed radio operations specialist, Voice of America, N. Y.

Carmen Garcia, third assistant and secretary to **D. Harold McGrath,** superintendent, Senate Radio-Tv Gallery, Washington, and **J. (Bill) Macy,** audio engineer, CBS Television Film, were married May 28.

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SAG, Managers Guild Draft Agent Agreement

SCREEN ACTORS GUILD and Artists' Managers Guild have worked out an agreement covering relationships between actors in tv films and their agents. The new regulations will be included in current contracts, which are to be modified by June 30.

First such tv agreement between the two groups, it provides that the initial agency contract have a maximum term of one year, with renewal for maximum of three. Renewals must be signed during the last one-third of the term of the original contract and start when signed, thereby cancelling remainder of the term of the old contract, if any. An actor may terminate his tv representation contract with an agent if he fails to receive 15 days of actual work in a 91 day period.

Further provisions: (1) prohibits tv film production or ownership of such production by agents without a SAG board waiver; (2) prohibits agents who represents a producer's show from collecting commissions on his clients employed in such a tv show; (3) sets up arbitration rules and regulations rather than subjecting controversies to court or labor commission litigation; (4) modifies all existing agency contracts for tv film representation to conform with the new rules with no existing contract, even if for a term of seven years, to run longer than Oct. 29, 1958.

SAG also reserves the right to impose restrictions or regulations on agents who represent members on non-exclusive basis under arrangements whereby the actor registers with more than one agent for representation in the same field. This, according to the actors guild, is particularly applicable to New York where such type of representation is in operation.

As added protection to actor clients, several other stringent conditions are laid down by SAG where an agent represents an owner or producer of tv film or package.

IATSE Local Supports Brewer

LABORATORY Technicians Local 683, IATSE Hollywood, instructed its 26 delegates to the union convention in Cincinnati Aug. 9 to support Roy M. Brewer, former Hollywood international representative, in his bid for IATSE presidency against incumbent Richard Walsh [B•T, June 7].

Local also appropriated $2,500 for delegates' convention expenses, with $500 directly allotted to the Brewer-for-President fund. Mr. Brewer's campaign platform includes a promise of strong efforts to "salvage" the IATSE position in the tv industry.

Support for the Brewer campaign also was received from Cinetechnicians Local 789, Hollywood, which elected six Brewer-pledged delegates to the convention. However, Film Editors Local 776 refused to hear Mr. Brewer talk at their meeting, explaining that the local traditionally has sent uninstructed delegations, which vote as a unit after hearing all candidates.

Also in Hollywood, Mr. Walsh was invited to speak on his own behalf at a dinner staged by Brewer supporters July 8, to which all elected Hollywood delegates have been invited.

Publicists Vote on AFL

THE Publicists Guild at a general membership meeting today (Monday) will take a straw vote on its possible affiliation with AFL. An independent for the past several years, PG has been investigating an AFL charter as a separate entity without being made part of any existing AFL group.

AWARDS

Murrow, Taylor Win Two Top E-SU Awards

DESIGNATION of Edward R. Murrow, CBS commentator, and C. George Taylor, program director, WHIM Providence, R. I., as winners of two of the top four awards for 1954 of the English-Speaking Union of the United States was announced by the E-SU last week.

Among those who were named for special citations were Hazel Markel, WWDC Washington; Parker Wheatley, WGBH Boston; Charles Shaw, WCAU Philadelphia; E. R. Vadeboncoeur, WSYR Syracuse; Robert Walker, WCHV Charlottesville; Murray Young and Jack LeGoff, WJBK-TV Detroit; Philip M. Evans, KOMO Seattle; Mal Hansen, WOW-TV Omaha; Richard Fairbanks, WIBC Indianapolis, and Ann Alden, WBAP-TV Fort Worth.

Winners of E-SU awards are selected "for outstanding contributions in the past year to the betterment of British-American relations."

GAYLE GRUBB (l), vice president and general manager of WJBK-AM-FM-TV Detroit, receives the "Joshua" plaque from the American match industry for the best use of match books in the promotion of radio-tv stations in 1953. The award was presented at a meeting of the Adcraft Club of Detroit by William G. Power, Chevrolet ad manager and club president.

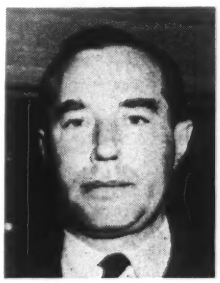
L. B. WILSON (r), president and general manager of WCKY Cincinnati, receives on behalf of the station the 1953 Public Interest Award from the National Safety Council. Fred Rauch, vice president of the Cincinnati Gas & Electric Co. and president of the Greater Cincinnati Safety Council, made the presentation to Mr. Wilson on behalf of Ned Dearborn, president of the National Safety Council.

NETWORKS

NBC RADIO AFFILIATES PLAN JUNE 28 MEETING ON PROPOSED RATE REDUCTION

Swezey also advocates deciding if affiliates committee serves a 'useful function.' At CBS Radio, it's reported practically all stations are accepting a proposed reduction.

ON a majority vote, leaders of the NBC Radio affiliates settled last week on June 28 as the time and New York as the place for a meeting of affiliates to consider NBC's proposed network radio rate reduction and attendant issues —and also to decide whether the affiliates committee itself should be kept or abandoned.



MR. SWEZEY

The proposed rate reduction applies only to nighttime hours, amounts to a 20% cut in NBC Radio Affiliates' compensation, and was proposed in answer to CBS Radio's plan for a nighttime reduction estimated to average 15 to 20% [B•T, May 31, June 14, 7].

CBS Radio officials meanwhile reported, on the eve of the June 18 target date for responses from their affiliates, that stations representing 86% of their rate card—slightly more than the 85% that were needed—had returned signed affiliation-contract amendments approving the proposed reduction, and that they already had verbal promises enough to bring the total up to at least 94%. They reported no refusals.

The June 28 NBC Radio affiliates meeting meanwhile is expected to explore a number of issues. Among them, in addition to the network's proposed evening rate decrease, are its selling of one-minute participations—which opponents have branded as an invasion of the spot field—and its plan to convert to the "clock hours" system of compensation, *a la* CBS Radio.

Would Determine Worth

But Committee Chairman Robert D. Swezey, WDSU New Orleans, in his letter detailing the meeting plans, told the affiliates that "I want to suggest that as first order of business in our closed session, we review the purpose of a radio affiliates' committee." He proposed that the committee be folded "pronto" if it is the consensus that it cannot "perform any useful function," and that if on the other hand the decision that the committee idea "is not wholly futile" then "we should consider ways and means for increasing its efficiency."

Mr. Swezey said that "frankly" he didn't think the committee had "accomplished too much," but that "we have done the best we could and we certainly owe no apology to anyone." He suggested that if the Radio Affiliates Committee is to be continued it might be a good idea to rotate service on it; that a nominating committee be named to choose a new subcommittee for consideration at the meeting, and that, perhaps, instead of having a single subcommittee, the idea of naming "a number of small standing committees in sales, programs, promotion, station relations, etc.," should be considered.

The meeting will be held at the Plaza Hotel, starting at 10 a.m. with a closed session and followed by a meeting with NBC officials. The full agenda will be compiled from suggestions received from affiliates by June 25.

The meeting call was sent out, on the basis of affiliates' balloting, by Mr. Swezey and Committee Secretary Harold Essex. WSJS Winston-Salem, with the follow-up letter by Mr. Swezey on Thursday.

Text of the telegram to NBC Radio affiliates:

MAJORITY NBC RADIO AFFILIATES RESPONDING PREFER JUNE MEETING. CHICAGO UNAVAILABLE BECAUSE OF FURNITURE MART. HAVE ACCORDINGLY SET MEETING WITH NETWORK IN NEW YORK, MONDAY, JUNE 28. AGENDA BASED ON AFFILIATES PREVIOUS COMMENTS AND ANY OTHERS RECEIVED BY FRIDAY, JUNE 25. LETTER FOLLOWS GIVING PLACE AND DETAILS

ROBERT D. SWEZEY, CHAIRMAN
HAROLD ESSEX, SECY.

Text of follow-up letter:

To all NBC Radio affiliates:

Pursuant to our recent wire, the NBC Radio affiliates meeting is scheduled for Monday, June 28. It will be held in New York at the Plaza Hotel, Fifth Ave. and 59th St., where we have engaged the Boraque and Crystal Rooms for the meeting and luncheon. Expenses should not exceed $10 per person. We will have to ask you to make your own hotel reservation in New York since we have no facilities for doing that for you.

As also indicated in the wire, your subcommittee will compile an agenda from comments already received from the affiliates, and such others as may be received on or before Friday, June 25.

The meeting will start with a closed session for the affiliates at 10 a.m. It may be that we will devote the entire morning to the closed session and ask the network representatives to join us

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for luncheon and the afternoon meeting. On the other hand, if we can dispose of committee business in less time we will ask the network people to begin their discussion with us toward the close of the morning session.

In order to conserve the time of the meeting, and to give you some opportunity for prior consideration of the matter, I want to suggest that as first order of business in our closed session, we review the purpose of a Radio Affiliates Committee, to determine whether in fact it can perform any useful function. If we reach the conclusion that it can not, let's fold the thing up pronto, and waste no further time and money. If we decide on the other hand that the effort is not wholly futile, we should certainly consider ways and means for increasing its efficiency.

You are all well aware of the origin of the committee; that it was intended to be a committee of the whole in which each member would represent his own station or stations. You will recall that in the Chicago meeting last July, a subcommittee was appointed by you and that in making me chairman, you directed me to add such other members to the subcommittee as I thought might be helpful in its work. The subcommittee was not authorized or empowered in any respect to negotiate for the affiliates, or to represent them in approving or disapproving any network proposals. Its declared purpose was merely to act as a liaison between the whole affiliates committee and the network. To meet with the network representatives from time to time to consider problems of mutual interest, and to keep the whole committee advised of any developments with respect to those problems. This I believe the committee has done to the best of its ability.

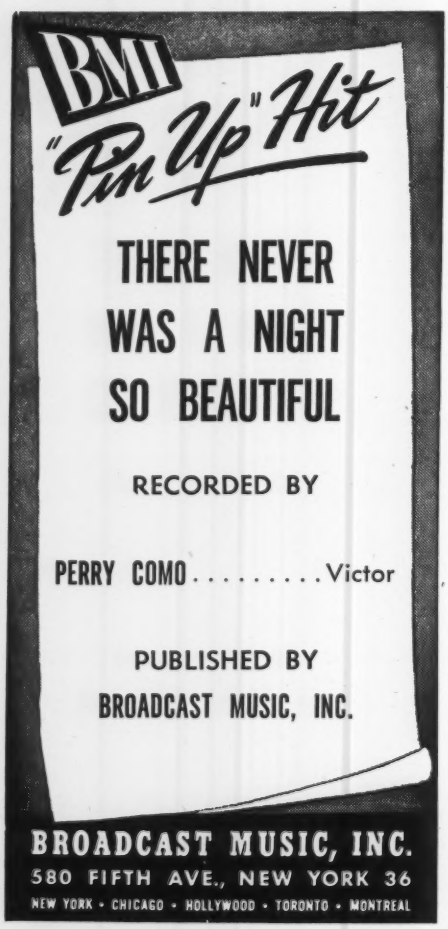
The reports of the subcommittee have met with considerable criticism. By and large, it has been honest and well-meant criticism, and accepted as such without the slightest resentment on the part of the subcommittee members. In justice to my associates on the subcommittee, I wish to remind all of you that each of us has spent several days of his time and several hundred dollars of his money attempting to do a job for the rest of you and for radio. Frankly, I don't think we have accomplished too much, but I am confident of one thing: We have done the best we could and we certainly owe no apology to anyone.

If we are to continue the Radio Affiliates Committee, and if a subcommitte of that group is to continue to function, I think the honors should be rotated. Maybe we can find new brooms which can sweep cleaner. In order to facilitate the process of selection I suggest that a nominating committee be appointed to choose for the approval of the meeting of a new subcommittee, composed of the strongest and most capable people available.

Perhaps, in lieu of the single subcommittee, we should consider the advisability of establishing a number of small standing committees, in sales, program, promotion, station relations, etc., comprising men of particular knowledge and experience in those respective fields, who would meet periodically with the appropriate network representatives.

I hope that you will have an opportunity to give these rather tenuous suggestions some thought prior to the meeting, so that we will be able to reach fairly readily some clean-cut decisions with respect to the organization before we proceed to the real substance of the agenda. . . .

Sincerely yours,
Robert D. Swezey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NBC-TV SETS NEW PRODUCTION RATES

Some color costs may be 10% over black-and-white. The rate increase, a network spokesman says.

NEW RATE MANUAL for network production facilities and services was issued last week by NBC-TV covering both black-and-white and color tv, but network spokesmen said they could not estimate the average increase of color over monochrome tv.

It was pointed out by one NBC-TV executive that "in some cases" the increased cost for use of color production facilities and service would be "about 10%." He added that the new Rate Manual (No. 3) does not represent a rate increase for black-and-white tv as compared with Rate Manual No. 2, and actually may reduce the costs for most of the programs because of a different method of charges.

In response to questioning, one official ventured the estimate that the rate for time in color—as distinguished from the color production charges—may be no greater than the time charges for black-and-white, but it was added that in the case of color there may be a special "interconnection" charge. Color time costs, it was generally felt, would depend on the intercity relay costs eventually established by AT&T for color. There has been widespread speculation that AT&T will seek a substantial increase, partly to make up for what it regards as an underpricing of its facilities for black-and-white.

Under the new rate structure, charges will be made for small units of use of studios, manpower and extra equipment so that usage can be "tailored more precisely to an advertiser's requirement." For example, charges for studio usage are on a per-hour basis; for technical personnel, on a per-hour, per-man basis. It was pointed out by NBC-TV that clients and their agencies will be "in a better position than ever to pre-determine and control their production costs and to obtain maximum efficiency in their use of studios and manpower." Unit charges for personnel are the same for color as for black-and-white tv, but a higher differential for color will be applied for studios, mobile units and extra equipment.

The rates in Manual No. 3 become effective July 1 and are applicable as of that date in connection with color programs. With respect to black-and-white telecasts, advertisers with programs on the air as of the effective date will receive six months' protection to Dec. 31, 1954.

Upon the issuance of the new manual, Sylvester L. Weaver Jr., president of NBC, offered the following appraisal of its highlights:

(1) It places a premium on efficiency in usage so that advertisers may control and reduce their tv production costs;

(2) The rate structure is simplified by eliminating former separate charges for camera rehearsals and dry rehearsal, and hourly charges apply to total time in the studio, beginning with dry rehearsal and continuing through the end of telecast;

Manpower Costs

(3) Manpower costs will be determined by the number of men used and the duration of their use in both black-and-white and color programs, with the only differential for color prescribed for studios, mobile units and extra equipment;

(4) It establishes a small cost for film originations, so that the cost of facilities will be distributed more equitably among all users.

"As we have been developing the new industry of television," Mr. Weaver said, "we have been learning how to make it more effective in all its areas, including the business area. With this new rate manual, we are modernizing our system of charges for production facilities and services so that they can be used more efficiently by our clients. In doing so, we are breaking away from the earlier approach of a blanket price for studios and manpower, and making it possible for the NBC television client to buy the facilities and services his show requires and in the amount necessary to meet his requirements. . . ."

With respect to color, Mr. Weaver said: "Costs for production facilities and services are, of course, only one element of the advertiser's total budget, which also includes costs for time and talent, and the production cost is generally the smallest of these three.

"In the production area, there will be some differential in costs for color, to the extent that the hourly studio rates are somewhat higher for color studios and more technical personnel may be required in the production of a color show. However, the differential in total costs—time, talent and production—will be moderate indeed considering the value received and of course will vary from program to program, depending on the client's requirements for the particular program. . . ."

NBC-TV Outlets With Color Expected to Reach 64 in '54

PRESENT total of 31 NBC-TV affiliate stations now able to receive and broadcast network color programs will be more than doubled this year, NBC-TV said Thursday. Network estimates that by end of year, as AT&T continues to convert network lines for color transmission, 64 stations will be equipped for colorcasting. This, NBC-TV said, will make colorcasts available to 25,800,000 tv sets, 78% of the nation's tv homes.

Cities and stations now equipped to carry color: WNBT (TV) New York; WNBW (TV) Washington;

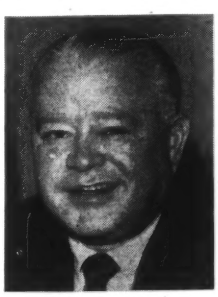
SOCIAL ACTIVITIES at the Iowa Tall Corn Network meeting included a tour of Lake Okeboji on the 75-foot "Queen," owned by Ben Sanders, KICD Spencer. Among those relaxing were (l to r): standing, Mr. Sanders; Jim Bowden, John E. Pearson Co., Minneapolis; Bill White, KFJB Marshalltown; Al Marlin, BMI; Gene Claussen, KXIC Iowa City; Bud Stitt, Pearson Co., Chicago; George Kopf, ASCAP; Lee Larsen, Northwestern Bell Telephone Co., Des Moines; C. Earl Williams, KFNF Shenandoah; seated, E. M. Horning, KSIB Creston; Jerry Gill, AP; Walter Teich, KOEL Oelwein; Ken Gordon, KDTH Dubuque, and Dee Dirks, KCOM Sioux City.

WNBQ Chicago; WNBK Cleveland; KNBH Hollywood; WPTZ Philadelphia; WBAL-TV Baltimore; WTMJ-TV Milwaukee; KSTP-TV St. Paul; KSD-TV St. Louis; WOW-TV Omaha; KOA-TV Denver; KDYL-TV Salt Lake City; KRON-TV San Francisco; WBRE-TV Wilkes-Barre; WNHC-TV New Haven; WJAC-TV Johnstown, Pa.; WBZ-TV Boston; WJAR-TV Providence; WDAF-TV Kansas City; WKY-TV Oklahoma City; WBAP-TV Fort Worth; WFAA-TV Dallas; WFMJ-TV Youngstown; KPRC-TV Houston; WGAL-TV Lancaster; WDEL-TV Wilmington; WLWT Cincinnati; WSPD-TV Toledo; WWJ-TV Detroit, and WOOD-TV Grand Rapids.

These cities and stations will be equipped for colorcasts before the end of 1954: WABT Birmingham; KMJ-TV Fresno; WLWD Dayton; WLWC Columbus, Ohio; WSAZ-TV Huntington; WRGB Schenectady; WKTV Utica; WSYR-TV Syracuse; WOAI-TV San Antonio; WSJS-TV Winston-Salem; WMCT-TV Memphis; WDSU-TV New Orleans; WSB-TV Atlanta; WOC-TV Davenport; WTTV Bloomington; WAVE-TV Louisville; WTRF-TV Wheeling; WGR-TV Buffalo; WSLS-TV Roanoke; KFSD-TV San Diego; KPTV Portland, Ore.; KOMO-TV Seattle; WLBT Jackson, Miss; WEEK-TV Peoria; WTAP Harrisburg; WVEC-TV Hampton; WTVR Richmond; WHO-TV Des Moines; WLEX-TV Bethlehem, Pa.; WICU Erie; WWLP Springfield, Mass.; WIS-TV Columbia, S. C., and WKJG-TV Fort Worth.

Hickox Takes New Post With NBC Pacific Div.

APPOINTMENT of Sheldon B. Hickox Jr. to the newly-created post of director of station relations for the NBC Pacific Division was announced last week by Harry Bannister, NBC vice president in charge of station relations.



MR. HICKOX

Mr. Hickox, who has served NBC for 25 years, has been director of station relations for the past five years. In his new post, he will headquarter in Hollywood and be responsible for all station relations matters affecting affiliates in the Pacific and Mountain time zones. Appointment is effective July 1.

During his career with NBC, Mr. Hickox is credited with having played a prominent role in the development of the Red and Blue radio networks, and in later years with the formation and expansion of the NBC-TV Network.

Teich Elected Head Of Iowa Tall Corn

WALTER J. TEICH, general manager of KOEL Oelwein, Iowa, was elected president of the 14-station Iowa Tall Corn Network at its annual meeting June 8-10 at Lake Okeboji. He succeeds Dietrich Dirks, president-general manager of KCOM Sioux City.

The three-day meeting, held at Crescent Beach Lodge, included discussions of program structures, commercial approaches and certain engineering problems. Renewed expression of faith in the power and ability of radio as a sales medium was emphasized by delegates.

Among the resolutions adopted by the groups were "to expand programming in the farm and sports field . . ." and to reaffirm its stand against government activity in private business. Particularly, the network was concerned with the state's commercial operation of WOI-TV Ames.

Other new officers elected were Ben Sanders, KICD Spencer, and George Volger, KWPC Muscatine, vice presidents. New executive committee members are Earl Williams, KFNF Shenandoah and Gene Claussen, KXIC Iowa City, in addition to Mr. Dirks and the officers.

Mutual Favors Adoption Of Immediate Release Plan

GOVERNMENT agencies should abandon the system of advance releases in making news available to media, MBS proposed last week in replying to an Atomic Energy Commission protest over breaking of a release by Fulton Lewis jr.

Morse Salisbury, AEC information service director, wired MBS after the agency had abandoned its Wednesday noon advance release date for the 992-page transcript of testimony in the security hearing of Dr. J. Robert Oppenheimer, nuclear physicist. AEC called Mr. Lewis' action a "deliberate violation" of the advance release. It distributed copies of testimony at 6 p.m. Tuesday, allowing 18 hours for newsmen to digest the bulky document.

The advance release, MBS was told, was arranged as a service to correspondents, listeners and readers, with Mr. Lewis jumping the release hour by 17 hours. MBS was asked if it concurred in the release date violation and if it favored the abandonment of the advance release system. Some correspondents complained the 18-hour interval was not long enough, AEC added, in view of the public interest in the important document.

Milton Burgh, MBS news director, replied with the suggestion that federal agencies adopt the system of immediate release, calling it "not only the most workable and fair" system but stating that "it best serves the American public." Mr. Burgh called the advance release action "an embargo that in this case would have had radio, the swiftest of news media, forced to drag behind the slowest." MBS supported Mr. Lewis' action.

Court Acquits Lewis On One Count of Libel

FULTON LEWIS jr., MBS commentator, was acquitted of one count of criminal libel in Howard County (Md.) Circuit Court last Monday. Half of the case against Mr. Lewis collapsed when Judge James Clark ordered the jury to clear him following refusal of a key prosecution witness to testify.

The commentator was charged with criminally libeling State Sen. Paul J. Bailey, of St. Mary's County, in a letter printed July 23, 1953, in the *Enterprise*, a weekly newspaper. Sherman Fahnestock, newspaper publisher, invoked the Fifth Amendment.

Last year Mr. Lewis conducted an investigation into alleged gambling conditions in St. Mary's County and used the data on his broadcasts. He had been charged with libel and perjury. The perjury charge had been dismissed last month, with one of the libel counts. One libel charge still pends.

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use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

DUMONT CHARGES 'MONOPOLY' IN TV

DuMont Labs president opens New York Tele-Centre, says present system is insufficient to support four competitive nationwide networks.

DR. ALLEN B. DUMONT, president of Allen B. DuMont Labs and the DuMont Television Network, charged last week that "a monopoly system has been allowed to grow in television broadcasting" because of "the allocation of television channels throughout the U. S. in numbers and of a type insufficient to support four competitive networks."

Dr. DuMont leveled his accusation Monday during a speech in which he formally dedicated DuMont's Tele-Centre in New York. Without direct reference to ABC, CBS or NBC, Dr. DuMont declared there are "a few in the tv industry who feel that television broadcasting should belong to them exclusively, because of their previous activity in radio broadcasting." He continued:

'Favored Few' Mentioned

"If national television broadcasting becomes the property of but two networks, only a favored few companies will be able to advertise nationally on television. This is because of the few evening hours each day that make up the important family viewing time. A merchandising and advertising monopoly can ultimately affect the jobs and welfare of almost everyone in America."

Dr. DuMont declared that the allocation plan set forth by FCC in 1952 originally brought on "this monopoly," and noted that a legislative subcommittee is continuing to investigate the problem of a national competitive television system. He said that the DuMont Network has offered "specific suggestions to this subcommittee, urging it to take definite action before this monopoly situation gets completely out of hand."

TAKING PART in the formal dedication of DuMont Television Network's $5 million Tele-Centre in New York June 14 were (l to r): James Hill Jr., chairman of the executive committee, Brand Names Foundation, and president of Sterling Drug Co.; Frederic R. Gamble, president, American Assn. of Advertising Agencies; Lowell McElroy, vice president, Assn. of National Advertisers; Dr. Allen B. DuMont, president, Allen B. DuMont Labs Inc., and Ted Bergmann, managing director, DTN.

Ejected Spectator Sues CBS Hollywood for $20,000

SUIT for $20,000 was filed against CBS Hollywood in Los Angeles Superior Court for an incident last March in which an audience member charged he was assaulted and falsely arrested for disorderly conduct during a radio performance.

Scott R. Beal alleged that when he and several companions started to leave the performance, a CBS usher struck him from behind, knocking him through a swinging door against an opposite cement wall. He was then held for police on a false charge of disorderly conduct, Mr. Beal stated.

Network executives termed the incident one of "an obstreperous person creating a ruckus during a performance, and resisting when the ushers tried to eject him."

Faust Succeeds Hazard At CBS Network Sales

RESIGNATION of W. Eldon Hazard as network sales manager for CBS Radio and the appointment of Dudley W. Faust to succeed him, effective July 5, were announced last week by John Karol, CBS Radio vice president in charge of network sales.

Mr. Hazard, whose resignation becomes effective July 2, will join J. Walter Thompson Co. in Detroit in an executive capacity on the Ford account. He has been associated with CBS for the past 14 years, and has been network sales manager for CBS Radio since July 1951.

MR. FAUST

MR. HAZARD

Mr. Faust joined CBS in 1937 and has served as eastern sales manager for CBS Radio for the past two and one-half years. Following four years with CBS' WBBM Chicago, Mr. Faust became a member of CBS Radio network sales in that city in October 1941. After wartime service with the Marine Corps, he was appointed assistant western network sales manager in 1945 and transferred to New York in 1950 as an account executive with CBS Radio.

NETWORK PEOPLE

Ralph Backlund, public affairs producer, CBS Radio, appointed assistant director of public affairs.

Edwin W. Conklin, day news editor, Columbia Pacific Radio Network, and more recently assistant to director of news and special events, ABC Western Div., promoted to the latter position. **Patrick O'Reilly,** ABC newswriter and reporter, named assistant to Mr. Conklin.

Howard Lindsay and **Russel Crouse,** Broadway writing and production team, signed to exclusive contract to create new shows for CBS-TV.

Walter E. Law, director of continuity acceptance, WOR-AM-TV New York, has assumed additional duties of director of continuity acceptance for MBS, succeeding **Dorothy Kemble,** who resigned June 1.

Seloig J. Seligman, assistant to **Earl Hudson,** vice president in charge of ABC Western Div., adds duties as business coordinator for ABC-TV Center, newly-created position.

Robert Savage, copywriter, Ruthrauff & Ryan, Chicago, to NBC Chicago radio-tv script dept. as writer.

Tony Martin, star of NBC-TV *Tony Martin Show,* honored with testimonial dinner by Hollywood Chapter of Friars Club.

William D. Shaw, general manager, Columbia Pacific Radio Network Hollywood, and **Thomas McCray,** general manager, KNBH (TV) same city, named radio and tv chairmen, respectively, of Los Angeles Community Chest public information committee.

Dr. Frances Horwich, conductor, NBC-TV's *Ding Dong School,* awarded honorary Doctor of Pedagogy degree by Bowling State U. June 4, and another degree from Alumni Assn. Northwestern U. for "distinction in community service."

John Minkowsky, comptroller, CBS-TV Hollywood, father of boy, June 4.

RECORDING TAPE AND DISCS
GATES-LOS ANGELES 7501 Sunset Blvd. Tel. Hollywood 2-6531

ZENITH WINS GO-AHEAD IN SUIT AGAINST RCA

Chicago court authorizes Zenith and Rauland to proceed with $16 million anti-trust action against RCA, others.

A DISTRICT COURT ruling which authorizes Zenith Radio Corp. and a subsidiary to proceed with a $16 million anti-trust suit against RCA and two other manufacturers was hailed last week by Zenith President E. F. McDonald Jr. as a "smashing victory."

Authorization for Zenith and Rauland Corp., a tube-making subsidiary, to carry on its suit was given by Judge Michael L. Igoe in Federal District Court of Chicago. The case previously had been stayed at RCA's request. The suit also involves General Electric Co. and Western Electric Co.

Comdr. McDonald claimed that "now, for the first time in its long history, RCA must face up to trial of the basic issue of whether its long series of foreign and domestic patent cartel agreements and its activities under them since 1919 are part of an unlawful conspiracy to monopolize and restrain trade in the radio and television business."

Originally, RCA, in 1948, had filed suit against Zenith and Rauland charging patent infringements. Zenith last January demanded $16 million in treble damages from RCA and others in form of a motion for an amended counter-claim, charging losses and damages (about $4,450,000) from an "illegal patent monopoly." Zenith also claimed losses from being "illegally excluded" from the Canadian market and payment of royalties under "unenforceable" patent claims. In February Zenith was given permission to file the counter-claim [B•T, Feb. 15, Jan. 11].

At that time, Judge Igoe set no date for further hearing pending outcome of an RCA suit against Zenith in the Delaware district court. Last week, Judge Igoe rejected the RCA claim that the Chicago trial should be postponed any further pending a decision in Delaware. He overruled RCA's position that Zenith was bound by a consent decree negotiated in 1932. In taking that action, Judge Igoe noted the Zenith-RCA dispute is six years old.

Comdr. McDonald explained:

"RCA argued to Judge Igoe that it had some sort of immunity because of a consent decree entered in a government anti-trust case in 1932. Judge Igoe held that this decree is not binding on Zenith, and that we may proceed to examine witnesses and prepare for trial."

There was no immediate indication as to when the trial would be held in Chicago district court.

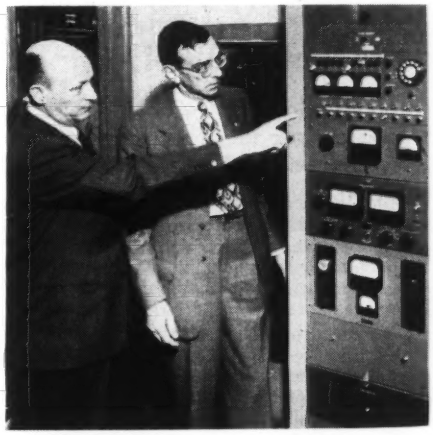
The U. S. District Court for Delaware already had upheld RCA's right to sub-license patents granted General Electric Co. and Westinghouse Electric Corp. before and after Dec. 31, 1954, and until patents expire.

DuMont Distributors Taken On Closed-Circuit Tour

CLOSED-CIRCUIT telecast tour of the Allen B. DuMont Labs plant in New Jersey and DuMont's new Tele-Centre in New York were presented at an international convention of DuMont television receiver distributors in New York last Tuesday.

Featured in the telecast, which was presented to distributors at the Hotel Statler by means of microwave relays, were Dr. Thomas T. Goldsmith, vice president of research for DuMont Labs; Humbert Pacini, manager of engineering of the television receiver division, and Ted Bergmann, director of the DuMont Television Network. Messrs. Goldsmith and Pacini spoke from DuMont's East Paterson manufacturing plant and Mr. Bergmann from DuMont's Tele-Centre.

DuMont also unveiled a new line of 12 television receivers for distributors. They included a 17-inch table model for $179.95 and a 21-inch receiver for $199.95.



CHARLES DILLON (l), vice president-general manager of WOL Washington, D. C., and Henry Rau, president, examine a centralized control rack recently installed by Gates Radio Co. to provide a remote control system for the station's three transmitters. Two of the transmitters, a 10 kw fm and 50 w am booster, are at one location while the main 250 w am transmitter is at another.

Raytheon Displays 'First' Complete 19-In. Color Set

RAYTHEON Mfg. Co. last week unveiled a complete 19-inch color tv receiver, with shipments to distributors slated to be made shortly. The set will retail at $1,095.

Henry F. Argento, vice president and general manager of the Raytheon radio-tv division, said that his company is the first, to his knowledge, to make available a complete working 19-inch receiver. He noted other manufacturers have produced and shown 19-inch color tubes. Raytheon was among the first firms to send out receivers with 15-inch color tubes to distributors. Mr. Argento predicted an immense amount of work ahead before the public would receive 19- and larger-inch sizes "at a much lower cost."

DuMont Plans Set Campaign

AN INTENSIVE sales and advertising campaign on television stations and in newspapers on a co-op basis will be launched for its new line by the television receiver division of Allen B. DuMont Labs.

The drive will open in late summer and will use a series of seven one-minute commercials mailed to dealers and distributors for co-op advertising featuring the DuMont 17-inch set selling for $179.95. In addition, DuMont is sending its dealers television scripts to be used as live commercials in local markets. Spots will be used on DuMont's *What's the Story?* on WABD (TV) New York.

MANUFACTURING PEOPLE

John Roper, district sales manager, The Magnavox Co., Ft. Wayne, Ind., appointed sales promotion manager; **Russ Weber,** Magnavox field service engineer, appointed sales training manager.

William P. Short appointed general manager, Gabriel Electronics Div., Norwood, Mass., continuing as assistant to president of parent firm, The Gabriel Co. **John Yule** named general sales manager and **John Martin** named chief engineer, same division.

Wayne Graham, general manager, Radio Recorders Equipment, Hollywood, to Reeves Soundcraft Corp. (Lifetime magnetic recording tape, MicroLac recording discs and Magna-Striping equipment), Hollywood, as West Coast divisional sales manager.

Stanley W. Horrocks, formerly with RCA, appointed general manager, special products div., Aerovox Corp., New Bedford, Mass.

Paul O. Burk, formerly a field engineer, Rocky Mountain and Southwest, Link Radio Corp., named a sales engineer and service representative, New Mexico area, Mobile Communications Dept., Allen B. DuMont Labs.

Leslie J. Woods, vice president-director, research and engineering div., Philco Corp., Phila., received honorary Doctor of Engineering degree from Drexel Institute of Technology.

Herbert A. Bernreuter, 53, vice president-general manager, Simpson Electric Co., Chicago, died following a long illness.

Transmitting Equipment

Stations	Power	Band	Use
Gates Radio Co.			
KANV Shreveport, La.	250 w	am	new station
WFAR Farrell, Pa.	500 w	am	new station
WINI Murphysboro, Ill.	500 w	am	new station
WPAC Patchogue, N. Y.	1 kw	am	power increase
WIBV Belleville, Ill.	1 kw	am	power increase
WKBL Covington, Tenn.	1 kw	am	new station
KHOB Hobbs, N. M.	1 kw	am	new station

AM
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4 Reasons Why
The foremost national and local advertisers use WEVD year after year to reach the vast
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of Metropolitan New York
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New York 19

CONNECTICUT EDUCATIONAL TV GROUP URGES PROGRAM DEVELOPMENT FIRST

State Commission recommends adoption of plan that would spend educational tv funds in production of programs to be placed on commercial stations, with prospect of state-owned stations to be considered after two years of experimentation.

AT THIS stage of television development, state funds for educational television can be better spent for the production of experimental programs—to be broadcast by the state's commercial tv stations—than for construction and maintenance of the state's own telecasting facilities.

That is the considered opinion of the Connecticut State Commission on Educational Television, a 12-member group appointed last July by Gov. John Davis Lodge of Connecticut. Deliberations of the Commission and the way it has dealt with the various proposals presented to it in the last year are set forth in a 40-page report to the governor, just published.

No practical broadcaster was included in the make-up of the Commission. Chairman was Erard A. Matthiessen, an architect, with Peter P. Mariani, electrical contractor, as vice chairman; Francis R. Danaher, attorney, as secretary, and Charles P. Harper, deputy state comptroller, as treasurer.

Other members were: Charles L. Campbell, chairman of the finance committee, Connecticut Light & Power Co.; Raymond E. Hackett and Samuel Reich, attorneys; Henry E. Mooberry, assistant to the president, United Aircraft Co.; Rev. Francis L. Morrissey, St. Edwards Church; Mrs. Edna Butler Sharpe, former member, Connecticut General Assembly; Frazar B. Wilde, president, Connecticut General Life Insurance Co.; Charles J. Zimmerman, managing director, Life Insurance Agency Management Assn. Charles C. Williamson served as consultant to the Commission.

Five alternative courses of action were considered, the report states:

1. The state should take no action in the field of television, now or in the foreseeable future, leaving any development in the hands of private interests. In rejecting this proposal, the Commission points out that "television as an educational medium on a state-wide basis has not yet had the opportunity to prove itself. The Commission believes that its possibilities should not be rejected merely because they have not been explored."

2. Connecticut should take no direct action at this time, but should profit by the experience of other states through a continuing and orderly study of their activity during the next two years. This was rejected because of the Commission judgement that "the appointment of another study group merely postpones the real work of marshalling the state's educational resources and focusing them on the production of suitable and effective programs."

3. Connecticut should acquire and operate one or more commercial stations which would devote a substantial portion of their time to educational programs.

WOI-TV History Reviewed

Reviewing the history of WOI-TV, Iowa State College commercial station at Ames, which has been on the air since Feb. 21, 1950, and now carries enough commercial programming to finanace "a substantial series of educational programs," the Commission regretfully noted that "WOI-TV built up its following during a period when it was the only station serving the large central portion of Iowa. Thus it served a real need in all fields without suffering the competition of other commercial broadcasters. Obviously a similar operation in Connecticut would not enjoy such an open opportunity." Furthermore, in Connecticut, for the state to establish a commercial station would put the state into direct competition with commercial broadcasters, the Commission observed.

4. Connecticut should proceed immediately with the construction and operation of one or more educational stations.

Citing estimates that the cost of putting three transmitters and a single studio into operation would run from 1.3 to 1.5 million dollars, with operating costs in excess of $200,000 a year and perhaps much more than that figure, the Commission stated:

"As to whether the probable benefits to be derived from a state-owned educational network justify the cost, the Commission finds that there is no satisfactory answer presently available. While it is clear that the costs are substantial, the benefits remain problematical in two respects. They are generally problematical in the sense that they have not been proved anywhere in the country because of the newness of television as an educational medium. In the second place, they are problematical in Connecticut because no systematic attempts have been, or by the nature of the situation could have been, made to produce and present educational programs with the resources available in the state. What the result of such an attempt might be it is impossible to guess.

"Because of the doubt involved, the Commission's judgement is that Connecticut would be ill-advised to commit itself at the present time to acquiring educational tv stations."

What the Commission did recommend was the final alternative:

5. Connecticut should consider the creation of and the appropriation of funds for the operation of an experimental unit whose duty would be to produce educational programs and arrange for their presentation through commercial stations. After two years of experimentation by this unit, and following the evaluation of the results, consideration should be given to what further action, if any is desirable, including the construction and operation of a state-owned educational tv network.

Explaining its stand, the Commission pointed out that in its investigaton, "no single conclusion has impressed itself more forcibly upon the members than this: That effective programming facilities must be devoloped before stations are constructed and put into operation." This is so because, the purpose of the state is "not to acquire equipment, but to make a contribution to the educational welfare of its citizens," whose value depends on "the kind of programs produced. . . . Money spent for equipment is diverted from the principal object, which is the production of good programs. . . . Educational television can succeed in this competition (with commercial entertainment) only through effective and appealing programs. Insofar as it fails the money spent on it is wasted, since unwatched programs make no educational contribution."

After consulting with commercial tv broadcasters in the state, the Commission reported its satisfaction that "the commercial stations are not only willing but anxious to make time available for educational programs of suitable quality." Obtaining time at favorable hours, the Commission said, does not appear as difficult as anticipated; the experience of the commercial operators will help insure success to the educational programmers and the audience reached by the vhf commercial stations is far greater than could be attained by uhf educational stations.

FCC has allocated three uhf educational tv channels to Connecticut. Grants have been assigned to all three: ch. 71 WCBE (TV) Bridgeport, ch. 24 WCHF (TV) Hartford and ch. 63 WCNE (TV) Norwich.

AN HONORARY Doctor of Laws degree is conferred on Brig. Gen. David Sarnoff (c), chairman of the board, RCA, by the U. of Southern California after Gen. Sarnoff delivered address at the university's 71st commencement exercises [B•T, June 14]. Presenting the degree is Dr. Fred D. Fagg Jr. (r), USC president, in the presence of Adm. Arthur W. Radford, chairman, Joint Chiefs of Staff, who also received an honorary degree.

MORE SCHOOL TV USE REPORTED BY DUNHAM

U. S. Office of Education's radio-tv chief reports on use of tv for educational purposes. Both commercial and noncommercial stations were included in the survey.

GREATLY increased participation in television by educational institutions, using both commercial and noncommercial stations, has been reported through an informal survey just completed, according to Dr. Franklin Dunham, chief of radio-television, U. S. Office of Education.

These results have been tabulated from reports made by 149 leading television stations of the U. S. including seven stations owned and operated by educational institutions. They are located in 123 cities in 42 states and the District of Columbia. More than 500 program series were reported.

The survey showed there are now 97 programs being conducted by city school systems, 8 programs by state departments of education, 18 separate programs by parochial and private school systems, 11 programs by country school systems and 33 programs originating from high schools and junior colleges.

Colleges and universities are represented by 130 programs exclusive of the telecourses which are being given for credit toward degrees in

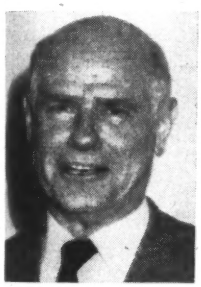
various institutions. These telecourses now number 77 program series and are being given in 21 institutions. Teachers colleges show up with 8 program series. Libraries, museums and other educational organizations have 63 program series and extra curricula programs involving students total 15 programs. This is a total of 460 program series being conducted in this half year, over 149 stations reporting.

Inasmuch as there are more than twice as many television stations in actual operation today, Dr. Dunham said, it would be fair to estimate that there are nearly 1,000 program series which are being offered both in and out of school time.

In reference to the type of programs which are being offered, Dr. Dunham estimated that fully half of the 460 programs reported have a public relations slant and they are put on to acquaint the people of the nearby community as to what is happening in their schools or higher institutions of learning. Many programs offered for kindergarten and primary school children include types such as story-telling, games, music and crafts, he said. For children of higher grades, including high school, the subjects most frequently reported are in science, art, safety, social studies, music, news, vocational guidance and foreign languages.

Hinckley Sets Up Scholarship At Brigham Young University

ESTABLISHMENT by Robert H. Hinckley, vice president in charge of ABC's Washington office, of "The Edwin Smith Hinckley Scholarship Fund" at Brigham Young U., Provo, Utah, has been announced. The annual income from the $25,000 scholarship, set up as a memorial to Mr. Hinckley's parents, will be made available to one or more candidates, preferably those interested in communications.



MR. HINCKLEY

Upon making the presentation to the university, Mr. Hinckley, who is a graduate of Brigham Young U., stated that "the one world concept can only be made a realization by communications." The scholarship is named for Mr. Hinckley's father, Edwin Smith Hinckley, who was formerly professor of geology and a vice president of Brigham Young U.

WBAL, College Offer Courses

WBAL-AM-TV Baltimore and Baltimore Junior College have announced the inauguration of full college credited summer courses over radio and television. Kick-off program was broadcast June 11 on WBAL radio from 9:35 to 10 p.m. with a course in basic English grammar. Classes will be held over WBAL at the same time on Friday nights through the summer. On both radio and television the series will be titled *College at Home* and will be under the supervision of Arnold Wilkes, public affairs and and educational director of the stations .

Rochester Educ. Tv Study

JACK KNABB, head of his own advertising agency, and William A. Fay, general manager of WHAM-AM-TV Rochester, have been appointed chairman and member, respectively, of the 10-man City-County Educational Television Committee of Rochester and adjacent communities. The committee will report on the possibilities of uhf educational tv.

French Tv Station Plans Commercial Start

FIRST commercial television station in Europe will begin operations in Sarrebruck, France, in October, it was reported last week by Henri de France and Louis Merlin, directors **FRANCE** of Telesaar. The station will broadcast entirely in German because it is situated in an area that is culturally German though politically French. It is estimated that the station will make tv service available to about one million persons. Although no information is available on the number of tv sets in the Saar area, there are about 250,000 radio receivers there.

The advertising pattern for the station will follow that of commercial radio stations in Europe. No sponsorship will be permitted for news and public service-type programs, and commercials are restricted to certain lengths and frequencies, depending on the show.

Radio Rates Up in Canada

RATES of 143 independent Canadian broadcast stations have increased on an average of 2.97% on one minute announcements and 0.89% on one hour rates since July 1, **CANADA** 1953, according to a compilation of the research division of the Canadian Assn. of Radio & Television Broadcasters. The study was made with issuance of new Canadian station rate cards, effective July 1, 1954.

The study showed that radio homes in Canada, as of January 1954, totaled 3,748,000, up from 3,582,000 at the beginning of 1953, and 2,214,300 at the beginning of 1946. Of total radio homes in Canada 1,338,000 are in the province of Ontario, with Quebec province accounting for 933,000 radio homes. The study shows that 96.4% of all homes in Canada now have one or more radio sets.

Hourly rates have increased on all CARTB member stations from a total of $6,027 in 1946 to $9,951 in 1953 and $10,634 in 1954. One minute announcements have increased on an average from $7.04 in 1946 to $10.04 in 1954.

Sullivan Flying to France

ED SULLIVAN, star of *Toast of The Town* on CBS-TV, is flying to Paris today (Monday) at the invitation of the French Government Tourist Office, Air France and Radio Dif- **FRANCE** fusion-Television Francaise as a part of the sixth anniversary of his show, which is sponsored by Lincoln-Mercury dealers.

A round of official activity awaits Mr. Sullivan when he arrives in Paris Tuesday, part of which will be filmed and presented on the show the following week. In addition he plans to interview Genevieve de Galard-Terraube, French nurse who remained to the end with the embattled troops at Dien Bien Phu. He also will present the nurse with citations from the American Red Cross, the U. S. Army Nurse Corps and the City of New York, and a check for $1,000 to be given in her name to a charity of her choice.

Nippon & Newport

THE WORDS of Japan's Naoyoshe Ii, mayor of Hikone City, were recorded by WADK Newport, R. I., on the spot during a Newport celebration held June 4, pointing up the treaty signed **JAPAN** by Commodore Perry which opened trade between Japan and the U. S. The celebration, during which gifts were exchanged by the Japanese mayor and Newport's Mayor John Sullivan, also is observed in Nippon. The Japanese official spoke in his native tongue, telling his hometown citizens about his travels in the U. S. and about Newport, which he said is comparable to Hikone. The tape, prepared by WADK News Director Jack Stewart, was sent to Japan for a playback on the Hikone radio outlet.

CKLW-TV Plans Fall Start

CKLW-TV Windsor, expects to be on the air this fall as the most powerful Canadian television station with 325 kw video power. It plans to use more news and news pictures **CANADA** and present them faster than is usual through use of the newspaper's picture page technique. CKLW-TV will use a Polaroid quick picture process for still picture coverage, and also is setting up a film processing laboratory in its new studio building to give complete fast local news coverage of the Windsor-Detroit area. In addition the station will use national and international news films and facsimile still pictures on its news coverage.

CKLW-TV Class A rates start at $450 an hour on one time basis, with 8-second shared station identification announcements at $45.

Admiral Wins Football Suit

CANADIAN Admiral Corp. was awarded $300 in damages plus costs and injunction by Exchequer Court of Canada for copyright infringement on football films tele- **CANADA** cast by CBFT (TV) Montreal in 1952. Court ruled no copyright is involved in live telecasts relayed by Rediffusion Inc., community antenna service and defendant in the case. It ruled film telecasts relayed to private homes were not public performance but that Rediffusion showroom demonstrations infringed copyright. Denis J. Olorenshaw, CAC advertising manager, described the sports judgment as the "first relating to television program copyright."

CKCK-TV Sets First Rates

CKCK-TV Regina, Sask., which plans to go on the air this fall, will have starting rates of $160 an hour Class A time, and $16 for **CANADA** 8-second shared station identification announcements. Hal Crittenden, manager of CKCK, is also manager of the ch. 2 CKCK-TV. E. A. Strong is chief engineer of CKCK-TV, and L. B. Glover is program manager.

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Station Authorizations, Applications
(As Compiled by B • T)

June 10 through June 16

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc — megacycles. D—day. N—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc —kilocycles. SSA — special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of May 31, 1954 *

	AM	FM	TV
Licensed (all on air)	2,552	528	101
CPs on air	23	21	†296
CPs not on air	111	18	176
Total on air	2,575	549	397
Total authorized	2,686	567	573
Applications in hearing	129	4	183
New station requests	158	5	45
Facilities change requests	139	15	20
Total applications pending	670	98	230
Licenses deleted in March	0	2	0
CPs deleted in March	3	1	10

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially.

• • •

Am and Fm Summary through June 16

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,584	2,558	160	170	129
Fm	558	535	40	6	4

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	244	308	552[1]
Educational	13	17	30

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	256	121	377
Noncommercial on air	3	3	6

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	919	337	712	525	1,238[2]
Educational	54		27	26	54[3]
Total	973	337	739	551	1,291[4]

[1] Eighty-four CP's (14 vhf, 70 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 30 already granted.
[4] Includes 582 already granted.

• • •

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

Phoenix, Ariz.—Arizona Television Co. granted vhf ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,637 ft., above ground 125 ft. Estimated construction cost $359,090, first year operating cost $420,000, revenue $450,000. Post office address 42 W. Marlette Rd. Studio location to be determined. Transmitter location Salt River Mt., 7.3 mi. S. of Phoenix. Geographic coordinates 33° 20' 49" N. Lat., 112° 03' 16" W. Long. Transmitter and antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President **Ernest W. McFarland** (40%), former U. S. Senator from Arizona; Vice President **Leon M. Howell** (20%), livestock, farming, reclamation; Vice President-Treasurer **Ralph A. Watkins** (20%), auto dealer and farmer; and **Edward Cooper** (10%), director of television, Motion Picture Assn. of America. Granted June 11.

Minneapolis, Minn. — Family Bcstg. Corp. (KEYD) granted vhf ch. 9 (186-192 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 451 ft., above ground 601 ft. Estimated construction cost $333,700, first year operating cost $540,000, revenue $600,000. Post office address 15 N. Ninth St., Minneapolis, Minn. Studion location 15 N. Ninth St. Transmitter location Foshay Tower, Marquette Ave., Minneapolis. Geographic coordinates 44° 58' 28.2" N. Lat., 93° 16' 16.7" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Welch, Mott & Morgan. Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **Henry C. Klages** (14.5%), Vice President **Joseph E. Dahl** (15.7%), Vice President and General Manager **Lee L. Whiting** (40.0%), Secretary **Kenneth E. Pettijohn** (2.9%), Treasurer **C. Theo. Skanse** (2.0%). Grant was made possible by withdrawal of WLOL and WDGY, there. Granted June 11.

Jefferson City, Mo.—Jefferson Tv Co. granted vhf ch. 13 (210-216 mc); ERP 86.3 kw visual, 51.8 kw aural; antenna height above average terrain 666 ft., above ground 573 ft. Estimated construction cost $435,922, first year operating cost $389,454, revenue $388,180. Post office address % Mrs. B. G. Handy, 210 Monroe St., Jefferson City. Studio location 218 Capitol Ave. Transmitter location U. S. 54, 2 miles S of New Bloomfield. Geographic coordinates 38° 41' 28" N. Lat., 92° 05' 43" W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Betty G. Handy** (60.5%), vice president-stockholder KWOS Jefferson City, and vice president-stockholder New Tribune Co., publisher of *Daily Capitol News* and *Post Tribune;* Vice President **Lenore R. Goshorn** (18.1%), president-stockholder KWOS, and president News Tribune Co.; Secretary-Treasurer **Russell L. Rose** (6.0%), vice president-stockholder KWOS and vice president-general manager News Tribune Co., and **Leroy S. Hackman** (10.1%), chief engineer KWOS. Grant was made possible by withdrawal of competitive applications of L. H. P. Co. and Capitol Tv Corp. Former received $7,500 and the latter about $14,000 for expenses incurred. Granted June 11.

Milwaukee, Wis.—Milwaukee Area Telecasting Corp. granted vhf ch. 12 (204-210 mc); ERP 251 kw visual, 150 kw aural; antenna height above average terrain 1,075 ft., above ground 920 ft. Estimated construction cost $658,870, first year operating cost $875,000, revenue $850,000. Post office address: 411 East Mason St., Milwaukee. Studio location to be determined. Transmitter location 2.2 miles NNW of Sussex, Wis. Geographic coordinates: 43° 09' 41" N. Lat., 88° 14' 47" W. Long. Transmitter RCA, antenna RCA. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Paul A. Pratt** (3%), president and 95% owner of Wisconsin Valley Creamery Co.; Vice President **Loron E. Thurwachter** (10%), owner of Park Theatre, Waukesha; Vice President **J. Martin Klotsche** (3%), president of Wisconsin State College; General Manager **Rolando F. Gran** (also known as L. F. Gran) (50%), Wisconsin theatre operator; Treasurer **Joseph M. Baisch**; Secretary **Maxwell H. Herriott** (2%), attorney; **Thomas E. Allen** (7%), construction; **Eliot C. Fitch** (7½%), banking and insurance; **R. P. Herzfeld** (5%), department store owner; **W. A. Roberts** (4%), president of Allis-Chalmers Mfg. Co.; **Peter T. Shoeman** (2½%), printer; **O. W. Carpenter** (2%), **Edmund Fitzgerald** (2%), and **Louis Quarles** (2%). Grant was made possible by merger of former competitive applicants whereby WFOX and WEMP, there receive 30% interest each; Kolero Telecasting Corp. receives 10%, and Milwaukee Area retains 30%. Granted June 14.

APPLICATIONS DISMISSED

Chicago, Ill.—Lewis College of Science & Technology. FCC dismissed application for new tv station on uhf ch. 38 at request of attorney. Dismissed June 14.

West Plains, Mo.—Robert F. Neathery. FCC dismissed bid for new tv station on uhf ch. 20 for lack of prosecution. Dismissed June 11.

Existing Tv Stations . . .

ACTIONS BY FCC

WDBO-TV Orlando, Fla.—Orlando Bcstg. Co. granted STA to operate commercially on vhf ch. 6 for the period ending Oct. 23. Granted June 10; announced June 15.

WQXI-TV Atlanta, Ga.—Robert W. Rounsaville granted modification of CP for uhf ch. 36 to change ERP to 219 kw visual, 117 kw aural; transmitter location to rear of 525 Bishop St., Atlanta. Granted June 11; announced June 15.

WLVA-TV Lynchburg, Va.—Lynchburg Bcstg. Corp. granted CP to change ERP to 51.3 kw visual, 25.7 kw aural; transmitter location to Johnson Mt., approximately 17.5 miles SW of Lynchburg. Granted June 9; announced June 15.

STATION DELETED

WCRS-TV Greenwood, S. C.—Grenco Inc. FCC deleted tv station on uhf ch. 21 at request of applicant. Deleted June 9.

APPLICATIONS

KIEM-TV Eureka, Calif.—Redwood Bcstg. Co. seeks mod. of CP for vhf ch. 3 to change ERP to 14.1 kw visual, 7.1 kw aural; antenna height above average terrain 1,653 ft. Filed June 14.

WEHT (TV) Henderson, Ky.—Ohio Valley Tv Co. seeks mod. of CP for uhf ch. 50 to change ERP to 10.99 kw visual and 5.93 kw aural. Filed June 10.

WTWO (TV) Bangor, Me.—Murray Carpenter & Assoc. seek mod. of CP for vhf ch. 2 to change ERP to 14.15 kw visual, 8.49 kw aural; antenna height above average terrain 641 ft. Filed June 10.

WABI-TV Bangor, Me.—Community Telecasting Service seeks CP for vhf ch. 5 to change ERP to 29.5 kw visual and 17.7 kw aural. Filed June 14.

WSBM-TV Saginaw, Mich.—Booth Radio & Tv Stations Inc. seeks mod. of CP for uhf ch. 51 to change transmitter location to Michigan Rd. near Liberty Rd., Saginaw; ERP to 76.0 kw visual, 41.0 kw aural; antenna height above average terrain 503 ft. Filed June 10.

KGVO-TV Missoula, Mont.—Mosby's Inc. seeks mod. of CP for vhf. ch. 13 to change studio location to transmitter site at approximately 10 miles N of Missoula. Filed June 14.

WLAC-TV Nashville, Tenn.—WLAC-TV Inc. seeks mod. of CP for vhf ch. 5 to change studio location to 159 Fourth Ave., North, Nashville; antenna height above average terrain 1,367 ft. Filed June 14.

WOKY-TV Milwaukee, Wis.—Bartell Bcstrs. Inc. seeks mod. of CP for uhf ch. 19 to change ERP to 229.1 kw visual, 138.1 kw aural; antenna height above average terrain 414 ft. Filed June 15.

New Am Stations . . .

ACTIONS BY FCC

Ft. Scott, Kan.—Lloyd C. McKenney and John J. Daly d/b as Carthage Bcstg. Co. (KDMO Carthage and KRMO Monett, Mo.) granted 1600 kc, 500 w daytime. Estimated construction cost $25,651.90, first year operating cost $30,000, revenue $36,000. Each partner has ½ interest. Post office address % L. C. McKenney, KDMO Carthage, Mo. Granted June 16.

Ely, Minn.—Charles B. Persons granted 1450 kc, 250 w unlimited. Post office address 2219 Vermillion Rd., Duluth. Estimated construction cost $12,200, first year operating cost $36,000, revenue $42,000. Mr. Persons, consulting engineer and Director of Engineering for Arrowhead Network will be sole owner. Granted June 16.

York, Neb.—Prairie States Bcstg. Co. granted 1370 kc, 500 w daytime. Post office address % Melville L. Gleason, 400 W. 7th St., Leavenworth, Kan. Estimated construction cost $12,232, first year operating cost $36,418, revenue $44,029. Principals include President **Melville L. Gleason** (51%), engineer KCLO Leavenworth, Kan.; Vice President **William C. Whitlock** (24%), commercial manager KIMO Independence, Mo., and Secretary-Treasurer **Tommy L. Gleason** (25%). Granted June 16.

Belmont, N. C.—R. R. Hilker, Otis Shepherd, Lucielle Hand and Arthur Hilker Jr. d/b as Central Bcstg. Co. granted 1270 kc, 500 w daytime. Estimated construction cost $12,075, first year operating cost $22,000, revenue $30,000. Principals are **R. R. Hilker** (26%), engineer WLTC Gastonia, N. C.; **Otis Shepherd** (25%); **Lucielle Hand** (24%), and **Arthur Hilker Jr.** (25%). Post office address 413 E. Catawha St. Granted June 16.

Logan, Utah—Atlas Engineering Co. granted 1390 kc, 500 w daytime. Post office address 1870 Atkin Ave., Salt Lake City. Estimated construction cost $14,845, first year operating cost $24,000, revenue $32,000. Principals include President **Obed C. Haycock** (66.6%), professor at U. of Utah; Secretary-Treasurer **W. A. Haycock** (33.3%), engineer at KSLM Salt Lake City, and president-97% stockholder Atlas Electric Co. Granted June 16.

APPLICATIONS

Pensacola, Fla.—Charles W. Lamar Jr., John Burk, C. C. Barnard and F. E. Busby d/b as W. P. F. A. Bcstg. Co., 790 kc, 1 kw daytime. Post office address % Charles W. Lamar Jr., P. O. Box 30, Baton Rouge, La. Estimated construction cost $14,100, first year operating cost $36,000, revenue $48,000. Principals in partnership include **Charles W. Lamar Jr.** (68%), licensee of KCIL Houma, La., executive vice president-59.5% stockholder KTAG-TV Lake Charles, La., 60.4% stockholder WPFA-TV Pensacola, Fla., and 11% stockholder WAFB-AM-FM-TV Baton Rouge, La.; **F. E. Busby** (25%), vice president-0.5% stockholder WPFA-TV and KTAG-TV; **John Burk** (3½%); and **C. C. Barnard** (3½%). Messrs. Burk and Barnard are partners in partnership which owns 5.2% of KTAG-TV and 5.6% of WPFA-TV. Filed June 15.

Rosedale, Md.—1360 Bcstg. Co., 1360 kc, 1 kw daytime. Post office address % Leon B. Back, 846 West North Ave., Baltimore, Md. Estimated construction cost $32,410, first year operating cost $52,000, revenue $78,000. Principals include President **Leon B. Back** (25%), motion picture exhibitor and theatre owner; Secretary-Treasurer **Mathilda W. Feldman** (50%), and **Ben Strouse** (25%), vice president-general manager-2½% stockholder WWDC-AM-FM Washington, D. C. Filed June 15.

Dover, N. H.—Capital Bcstg. Corp., 1270 kc, 1 kw daytime. Post office address % H. Scott Kilgore, 110 North Main St., Concord, N. H. Estimated construction cost $15,748, first year operating cost $50,000, revenue $60,000. Sole owner is **H. Scott Kilgore,** vice president-20% owner WGAW Gardner, Mass., and applicant for new am station at Plymouth, Mass. Filed June 10.

Hermiston, Ore.—Carl F. Knierim and Sarah Knierim, 1400 kc, 250 w unlimited. Post office address 420 W. Ridgeway, Hermiston. Estimated construction cost $11,500, first year operating cost $25,840, revenue $36,000. Principals include **Carl F. Knierim,** government employe, and his wife **Sarah Knierim,** school teacher. Filed June 8.

Ephrata, Pa.—Garden Spot Bcstrs. Inc., 1310 kc, 1 kw, daytime. Post office address 111 E. Frederick St., Lancaster, Pa. Estimated construction cost $19,150, first year operating cost $36,450, revenue $58,000. Principals include President **George J. Kienzle Jr.** (25%), announcer, Millville N. J.; Vice President **Lester J. Grenewalt** (30%), used car dealer; Secretary **Samuel R. Youse** (25%), engineer WLBR Lebanon, Pa., and Treasurer **John N. Norris** (20%), station manager WGCB Red Lion, Pa. Filed June 14.

Sweetwater, Tenn.—The Harriman Bcstg. Co. (WHBT-AM-FM Harriman, Tenn.), 800 kc, 500 w daytime. Post office address % F. L. Crowder, Harriman, Tenn. Estimated construction cost $17,816, first year operating cost $30,000, revenue $40,000. Principals include President **F. L. Crowder** (100%), Secretary-Treasurer **Tommie Crowder,** and **J. B. Brewer.** Filed June 11.

San Angelo, Tex.—Solar Bcstg. Co., 1260 kc, 1 kw daytime. Post office address % Walton Arthur Foster, P. O. Box 3103, San Angelo. Estimated construction cost $18,319, first year operating cost $30,000, revenue $48,000. Principals include **Walton Arthur Foster** (28.8%), employe KTXL-AM-TV San Angelo; **Arthur R. Foster** (22.2%), used car dealer; **L. B. Horton** (4.4%), insurance; **Leona D. Grupe** (22.2%), chiropractor; **Oscar Ruffini** (22.2%), real estate. Filed June 8.

Altavista, Va.—Harry A. Epperson Sr., 1050 kc, 1 kw daytime. Post office address Ararat, Va. Estimated construction cost $29,546, first year operating cost $45,000, revenue $55,000. Mr. Epperson is on sales staff of WPAQ Mt. Airy, N. C., and is owner of several farms. Filed June 14.

Existing Am Stations . . .

ACTIONS BY FCC

WHBS Huntsville, Ala.—Huntsville Times Co. granted mod. of CP to change from DA-2 to DA-N on 1550 kc 5 kw day, 500 w night, unlimited. Granted June 16.

WABR Winter Park, Fla. — Orange County Bcstrs. Inc. granted mod. of CP to change from 1600 kc to 1440 kc, 1 kw daytime. Granted June 16.

APPLICATIONS

KRMO Pomona, Calif.—Dean H. Wickstrom & Warner H. S. Sorenson d/b as Valley Bcstg. Co. seek CP to change from 500 w to 1 kw on 1600 kc. Filed June 10.

WORX Madison, Ind.—Electronic Laboratories Inc. seeks mod. of CP to change from 1440 kc, directional daytime to 1270 kc, nondirectional. Filed June 14.

KBRL McCook, Neb.—The McCook Bcstg. Co. seeks CP to change from 1450 kc 250 unlimited to 1300 kc 1 kw daytime. Filed June 14.

WKBS Mineola, N. Y.—Key Bcstg. System Inc. amends application for mod. of CP to specify antenna, transmitter and studio location as corner Maple Pl. and Washington Ave., Mineola. Filed June 14.

WFHG Bristol, Va.—Bristol Bcstg. Co. seeks CP to change from 1 kw daytime to 5 kw daytime on 980 kc. Filed June 11.

KLAN Benton, Wash.—Interlake Bcstg. Corp. seeks CP to change from 1230 kc 250 w to 910 kc 1 kw, directional day and night. Filed June 14.

WRON Ronceverte, W. Va.—Blake Bcstg. Co. seeks mod. of license to change studio location to 1.6 miles N of Ronceverte on Rt. 219, Fairlea, W. Va. Filed June 9.

Existing Fm Stations . . .

ACTION BY FCC

KTKT Tucson, Ariz. — Thomas J. Wallace granted mod. of CP to change ERP from 10 kw to 3.1 kw. Granted June 16.

APPLICATION

WPRK (FM) Winter Park, Fla.—Rollins College seeks CP to change studio and transmitter location to Mills Library on Holt Ave. on Rollins Campus, Winter Park; antenna height above average terrain to 94 ft. Filed June 14.

Ownership Changes . . .

ACTION BY FCC

WKKO Cocoa, Fla.—Carl G. Collins Jr., Seay Dormany Wilson, Davis Eldon Wilson, Emerson W. Browne and Sarah A. Browne d/b as Brevard Bcstg. Co. granted voluntary assignment of license to Carl G. Collins Jr., Seay Dormany Wilson & Davis Eldon Wilson d/b as Brevard Bcstg. Co. through purchase of ⅓ interest from remaining partners for $12,000. Granted June 7; announced June 15.

WEKY Richmond, Ky.—Dages I. Boyle granted assignment of CP to WEKY Inc. for $46,000. Principals will now include President **Dages I. Boyle** (97%); Vice President **E. W. Boyle** (1½%), and Secretary-Treasurer **O. C. Halyard** (1½%). Mr. Dages I. Boyle is beneficial owner of all stock. Granted June 7; announced June 15.

WACO Waco, Tex.—Frontier Bcstg. Co. granted voluntary assignment of license to wholly owned subsidiary WACO Bcstg. Co. Frontier is licensee also of KRIO McAllen, Tex. Granted June 7; announced June 15.

APPLICATIONS

KBUC Corona, Calif.—Radio Bcstg. Inc. seeks voluntary transfer of control to Henry Fritzen through sale of 70% interest for $12,117. Mr. Fritzen is president-70% owner KALI Pasadena, Calif., and owner of advertising agencies. Filed June 10.

WEAT Lake Worth, Fla. — James Robert Meachem seeks voluntary assignment of license to WEAT-TV Tampa, permittee of vhf ch. 12 there, for 150,000 shares, valued at $150,000, in the tv venture. Mr. Meachem agrees to assume $20,000 liabilities of WEAT-TV. Filed June 8.

WDAK-TV Columbus, Ga.—Martin Theatres of Georgia Inc. and Radio Columbus Inc. seeks transfer of control from Radio Columbus Inc. to Martin Theatres of Ga. through sale of 25% interest for $53,000. Martin Theatres will now own 75% interest. Filed June 8.

WSSO Starkville, Miss.—Grady Imes, Miss Ruth Hartness, executrix of the estate of James P. Hartness, deceased, C. C. Hollinshead & Joe Phillips d/b as The Starkville Bcstg. Co. seek assignment of license to Joe Phillips, Grady Imes, C. C. Hollinshead & Mrs. Harriet K. Hartness d/b as The Starkville Bcstg. Co. Mrs. Hartness is beneficiary of James A. Hartness 25% interest. Filed June 14.

WHKC Columbus, Ohio — United Bcstg. Co. seeks voluntary assignment of license to Radio Columbus Inc. for $258,000. Radio Columbus is licensee of WKRC-AM-FM-TV Cincinnati, and 30% owner WBIR Knoxville, Tenn., applicant for new tv station on ch. 10 there, and owner of WTVN (TV) Columbus. Principals include President **Hulbert Taft Jr.**; Vice Presidents **Kenneth W. Church, David G. Taft;** Secretary **Robert Taft Jr.,** and Treasurer-Asst. Secretary **Dorothy S. Murphy.** Filed June 15.

WIRO Ironton, Ohio—Iron City Bcstg. Co. seeks voluntary acquisition of control by C. A. Baker through purchase of remaining 50% interest of Theodore M. Nelson and William P. Shannon for $17,000. Mr. Baker will now be sole owner. Filed June 9.

KBOY Medford, Ore.—Clarence E. Wilson & P. D. Jackson seek voluntary assignment of license to Clarence W. Wilson, P. D. Jackson and William H. Hansen d/b as Medford Bcstg. Co. Mr. Hansen, chief engineer and sales manager KBOY, purchases ⅓ interest at book value. Filed June 15.

KMID-TV Midland, Tex.—Midessa Tv Co. seeks voluntary transfer of control to R. H. Drewry et al. through sale of 415 shares of stock. Mr. Drewry will now own (29%); T. R. Warkentin (18.4%); R. P. Scott (15.8%); President J. Conrad Dunagan (5.2%), beverage bottling; Vice President W. D. Noel (5.2%), natural gas manufacturing and oil products, and Secretary-Treasurer Donald M. Oliver (5.2%), consulting geologist. Filed June 8.

KEVA Shamrock, Tex.—Albert Cooper, Clark and Merita Bumpers and Robert J. Beller d/b as Shamrock Texas Bcstg. Co. seek voluntary assignment of license to Albert Cooper and Clark & Merita Bumpers d/b as Shamrock Texas Bcstg. Co. through sale by Mr. Bellers of his 20% interest to Mr. Cooper for $6,000. Mr. Cooper will now own 60% interest. Filed June 11.

KODI Cody, Wyo.—Absaroka Bcstg. Co. seeks voluntary transfer of control to Free Enterprise through sale of all stock for $25,000. Principals include President **Paul Stock** (50%), rancher, and **Glenn E. Nielson** (50%), oil exploration and production. Filed June 14.

Hearing Cases . . .

INITIAL DECISIONS

Shreveport, La.—New tv, vhf ch. 3. FCC Hearing Examiner Basil P. Cooper issued initial decision looking toward grant of the application of KTBS for CP for new tv station on ch. 3 in Shreveport, La., and denial of the competing application of International Bcstg. Corp. Action June 16.

Big Spring, Tex.—New tv, vhf ch. 4. FCC Hearing Examiner Basil P. Cooper issued initial decision looking toward grant of the application of Big Spring Bcstg. Co. for CP for new tv station on ch. 4 in Big Spring, Tex. Action June 14.

Killeen, Tex.—New am, 1050 kc. FCC Hearing Examiner Annie Neal Huntting issued initial decision looking toward grant of the application of W. A. Lee, A. W. Stewart and Franklin T. Wilson d/b as Highlite Bcstg. Co. for CP for new am station on 1050 kc 250 w, daytime. Action June 11.

OTHER ACTIONS

Mobile, Ala.—Vhf ch. 5 contest. FCC scheduled for oral argument on June 29 the applications of WKRG-TV and The Mobile Tv Corp. for new tv stations on vhf ch. 5. Action June 11.

Washington, D. C.—Uhf ch. 20 proceeding. FCC designated for hearing applications of WEAM Arlington, Va., and WGMS Washington for new tv stations on uhf ch. 20. Action June 16.

Savannah, Ga.—Vhf ch. 3 proceeding. FCC scheduled for oral argument on June 28 the applications of WSAV and WJIV for new tv stations on vhf ch. 3. Action June 11.

Harvard, Ill.—Esther Blodgett. FCC designated for hearing application for new am station on 1600 kc 500 w daytime. Action June 16.

Newburgh, Mt. Vernon, Ind.—FCC designated for consolidated hearing applications of Southern Indiana Bcstrs. Inc. and Mt. Vernon Bcstg. Co. for new am stations on 1590 kc 500 w daytime. Action June 16.

Boston, Mass. — Vhf ch. 5 proceeding. FCC designated for hearing applications of Allen B. DuMont Labs, WCOP, WHDH, WEEI and Greater Boston Tv Corp. for new tv station on vhf ch. 5. Action June 16.

Muskogee, Okla.—By Memorandum Opinion and Order, the Commission held that the application of Tulsa Bcstg. Co. for new tv station on ch. 8 in Muskogee, Okla., was granted (April 7, 1954) after hearing and that, accordingly, a protest pursuant to Sec. 309(c) does not lie, in the case of protests filed by tv station KCEB, ch. 23, Arthur R. Olson, tv permittee on ch. 17, and tv station KOTV, ch. 6, all in Tulsa. Action on these petitions insofar as they request reconsideration or rehearing pursuant to Sec. 405 will be taken at a subsequent date. Commissioner Hennock dissented. Action June 11.

Springfield, Ore.—By Order, the Commission granted petition filed Feb. 12 by W. Gordon Allen requesting reconsideration of Commission action of Jan. 28, postponing the effective date of a grant made Dec. 17, 1953, to Mr. Allen of a CP for new am station on 1050 kc with 1 kw, daytime

• schafer economy model
remote control for $995
paul schafer
custom engineering
2279 ALLESANDRO STREET
LOS ANGELES 39, CALIFORNIA
TELEPHONE: NOrmandy 2-2161

only, at Springfield, Ore.; dismissed the proceeding in Docket 10889 and made the grant effective immediately. Action June 11.

Proposed Commercial Operators' Licenses or Permits Rule Making—FCC proposed amending Sec. 13.5 of its Rules to make ineligible to hold a commercial radio operator's license or permit any person who is a member of the Communist Party or any organization which has been required to register as a Communist-action or Communist-front organization under the provisions of the Internal Security Act of 1950, or any organization which advocates or teaches the overthrow of the U. S. Government or the government of any political subdivision thereof by force and violence. Only a person with good moral character will be eligible to hold commercial license or permit. Factors which will be considered include whether or not the person has been a member of any of the above-mentioned groups and whether or not the person has been convicted of any crime which is a felony under the laws of the jurisdiction in which the conviction was secured. Comments may be filed on or before July 19. Filed June 10.

Proposed Remote Pickup Rule Making—FCC proposed amending Sec. 4.402 of its rules with respect to frequency assignments to remote pickup broadcast stations. FCC proposes to regroup the remaining frequencies below 25 mc into a single group of three frequencies available on shared basis, and to channel the frequencies in 25.85-26.10 band. Action June 10.

KVMC Colorado City, Tex. — Colorado City Bcstg. Co. FCC designated for hearing application to increase power from 500 w to 1 kw on 1320 kc and made KWOE Clinton, Okla., party to the proceeding. Action June 16.

Port Arthur, Tex.—Vhf ch. 4 proceeding. FCC's scheduled for oral argument on June 29 application of Jefferson Amusement Co. for new tv station on vhf ch. 4. Action June 11.

WCAN-TV Milwaukee, Wis.—FCC by memorandam opinion and order, denied petitions filed by Midwest Bcstg. Co., permittee of WCAN-TV Milwaukee, Wis. (ch. 25), requesting reconsideration of grants of CP's, or mod. thereof, to Valley Telecasting Co. (ch. 5) Green Bay, Wis., and Peninsula Television Inc. (ch. 6), Marquette, Mich. Comr. Webster absent. Action June 16.

Hearing Calendar . . .

June 21

Columbus, Miss.—Further hearing before Examiner Claire W. Hardy—WCBI Columbus, WHBQ Memphis.

June 22

Miami, Fla.—Vhf ch. 10, further hearing before Examiner Herbert Sharfman—WKAT, L. B. Wilson Inc., North Dade Video Inc. and Public Service Television Inc.

Little Rock, Ark.—Vhf ch. 11, hearing conference before Examiner Fanney H. Litvin—Arkansas Tv Co., Arkansas Telecaster Inc.

Klamath Falls, Ore.—Vhf ch. 2, before Examiner Isadore A. Honig—KFJI, Klamath Falls Tv Inc.

Rule-Making Petitions . . .

5-14-54—Daytime Bcstrs. Assoc. Inc., Mattoon, Ill.—Petition for Amendment of Part 3 of the Rules and Regulations concerning daytime operation (Part 3).

5-14-54—Daytime Bcstrs. Assoc. Inc., Mattoon, Ill.—Brief in support of Petition for Amendment of Part 3 of the Rules and Regulations concerning daytime operation filed by petitioner (Part 3).

6-4-54—John S. Booth and Thompson K. Cassel, d/b as Elmira Television, Elmira, N. Y.—Petition for Amendment of Sec. 3.606 of the Commission's Rules and Regulations. Amendment of the Commission's Rules and Regulations and Engineering Standard Concerning the Television Broadcast Service (Sec. 3.606).

6-7-54—Woodward Bcstg. Co., Detroit, Mich.—Amendment to Petition for Amendment of Sec. 3.606 of the Commission's Rules and Regulations filed by petitioner (Sec. 3.606).

NARBA Notifications . . .

FCC has issued the following changes, proposed changes and corrections in the assignments of foreign broadcast stations following notification by the respective countries pursuant to provisions of the North American Regional Broadcasting Agreement. Listing includes call letters, location, power, hours of operation, class of station and commencement date.

MEXICO

Change List No. 168—May 15

600 kc

XEWZ Guanajuato, Guanajuato—250 w unlimited. Class IV. 2-20-54.

Monterrey, Nuevo Leon—500 w daytime. Class III. 12-15-54.

690 kc

Monterrey, Nuevo Leon—250 w unlimited. Class II-daytime; class IV-night. 12-15-54.

810 kc

Nogales, Sonora—500 w daytime. Class II. 12-15-54.

880 kc

Guaynas, Sonora—250 w daytime. Class II. 12-15-54.

920 kc

Ensonada, Baja Calif.—250 w daytime. Class IV. 12-15-54.

1110 kc

XERCN Mexico, D. F.—250 w unlimited, directional. Class II. 5-15-54. Formerly XEQB.

1170 kc

Nogales, Sonora—250 w daytime. Class II. 12-15-54.

1270 kc

Nogales, Sonora—250 w day, 100 w night, unlimited. Class IV. 12-15-54.

1370 kc

XEMR Monterrey, Nuevo Leon—10 kw unlimited, directional night. Class III-A. 12-15-54.

1450 kc

XEXZ Zacatecas, Zacatecas—250 w daytime. Class IV. 5-15-54.

XETD Tacuala, Nayarit—125 w unlimited. Class IV. 5-15-54.

1490 kc

XEMS Matamoros, Tamaulipas—250 w unlimited. Class IV. 1-4-54.

Culiacan, Sinaloa—250 w unlimited. Class IV. 12-15-54.

1500 kc

Ensonada, Baja Calif.—500 w daytime. Class II. 12-15-54.

Routine Roundup . . .

June 11 Applications

ACCEPTED FOR FILING

Modification of CP

WOTR Corry, Pa., Olivia T. Rennekamp—Mod. of CP (BP-8346) which authorized new standard broadcast station for approval of antenna, transmitter and studio locations at corner of W. Columbus Ave. and Hatch St., Corry, Pa. (BMP-6549).

WEEK-TV Peoria, Ill., Robert S. Kerr, et al d/b as West Central Bcstg. Co.—Mod. of CP (BPCT-701) as mod., which authorized new tv station, for extension of completion date to 12-27-54 (BMPCT-2167).

June 14 Applications

ACCEPTED FOR FILING

WOCN (TV) Atlantic City, N. J., David E. Mackey—Mod. of CP (BPCT-1457) as mod., which authorized new tv station for extension of completion date to 3-7-55 (BMPCT-2174).

KXJB-TV Valley City, N. D., North Dakota Bcstg. Co.—Mod. of CP (BPCT-1727) as mod., which authorized new tv station, for extension of competion date to 1-6-55 (BMPCT-2173).

WINT (TV) Waterloo, Ind., Tri-State Television Inc.—Mod. of CP (BPCT-1615) as mod., which authorized new tv station, for extension of completion date to 8-15-54 (BMPCT-2175).

June 15 Applications

ACCEPTED FOR FILING

Renewal of License

WAEB Allentown, Pa., WAEB Inc., (BR-2264).

WSAJ Grove City, Pa., Grove City College, (BR-340).

WHJB Greensburg, Pa., Pittsburgh Radio Supply House, (BR-835).

WHP Harrisburg, Pa., WHP Inc., (BR-343).

WNAR Norristown, Pa., Norristown Bcstg. Co., (BR-1314).

WPGH Pittsburgh, Pa., Pittsburgh Bcstg. Co., (BR-1814).

WWSW Pittsburgh, Pa., WWSW Inc., (BR-797).

WSBA York, Pa., Susquehanna Bcstg. Co., (BRED-103).

Modification of CP

WAPO-FM Chattanooga, Tenn., WAPO Bcstg. Service Inc.—Mod. of CP (BPH-1806) as mod., which authorized new fm station for extension of completion date (BMPH-4923).

License for CP

KRIC-FM Beaumont, Tex., The Enterprise Co.—License to cover CP (BLH-970).

Renewal of License

WPRK Winter Park, Fla., Rollins College—Renewal of license (BRED-103).

WSKS Wabash, Ind., School City of Wabash, Indiana—(BRED-104).

WKCS Knoxville, Tenn., Fulton High School—(BRED-106).

Modification of CP

KHSL-TV Chico, Calif., Golden Empire Bcstg. Co.—Mod. of CP (BPCT-1310) as mod., which authorized new tv station extension completion date to 1-11-55 (BMPCT-2179).

WXYZ-TV Detroit, Mich., WXYZ Inc.—Mod. of CP (BPCT-1551) as mod., which authorized changes in facilities of existing tv station extension completion date. (BMPCT-2178).

KMO-TV Tacoma, Wash., KMO Inc.—Mod. of CP (BPCT-1347) as mod., which authorized new tv station extend completion date to 8-30-54 (BMPCT-2177).

WKOW-TV Madison, Wis., Monona Bcstg. Co.—Mod .of CP (BPCT-1186) as mod., which authorized new tv station extension completion date to 1-10-55 (BMPCT-2180).

License for CP

KTHS Little Rock, Ark.—Radio Bcstg. Inc.—License to cover CP (BP-8927) as mod. and reinstated which authorized increase in power, install new transmitter and directional antenna for night use only and change transmitter and studio locations (BL-5324).

WPET Greensboro, N. C., Wayne M. Nelson—License to cover CP (BP-8649) as mod. which authorized new standard broadcast station (BL-5322).

WOI-FM Ames, Iowa, Iowa State College of Agriculture & Mechanic Arts—License to cover CP (BPED-241) as mod. which authorized changes in licensed station (BLED-153).

Application Returned

Marksville, La., Avoyelles Bcstg. Corp.—CP for new standard broadcast station on 1340 kc, 250 w and unlimited hours of operation. Amended to change to 1370 kc, 1 kw daytime and change type of transmitter. Not signed by applicant (BP-9028).

Modification of CP

KETV (TV) Little Rock, Ark., Great Plains Television Properties of Arkansas Inc.—Mod. of CP (BPCT-1169) as mod. which authorized new tv station for extension of completion date to 12-29-54 (BMPCT-2145).

License for CP

WRAK-TV Williamsport, Pa., WRAK Inc.—Mod. of CP (BPCT-521) as mod. which authorized new tv station for extension of completion date to 1-12-55 (BMPCT-2181).

KOTV (TV) Tulsa, Okla., Osage Bcstg. Corp.—Mod. of CP (BPCT-1786) as mod. which authorized changes in facilities of existing tv stations for extension of completion date to 12-1-54 (BMPCT-2182).

WBNS-TV Columbus, O., The Dispatch Printing Co.—License to cover CP (BPCT-755) as mod. which authorized changes in facilities of existing commercial tv bcstg. station (BLCT-207).

June 16 Decisions

BROADCAST ACTIONS

Request Denied

WABC-FM New York, American Bcstg.-Paramount Theatres Inc.—Denied request for special temporary authority to multiplex remote pickup broadcast cue channel on the carrier of that station.

Renewal of License

The following stations were granted renewal of licenses on a regular basis: WKOP Binghamton, N. Y.; WSAY Rochester, N. Y.; WNEW New York, N. Y.; WLEA Hornell, N. Y.; WKBW

(Continued on page 104)

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., MU. 7-4242

401 Georgia Savings Bank Bldg. • Atlanta 3, Ga., LAmar 2036

PROFESSIONAL CARDS

JANSKY & BAILEY
Executive Offices
1735 De Sales St., N. W.
Laboratories and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE *

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE *

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE *

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE *

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE *

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 7-2347
WASHINGTON 4, D. C.
Member AFCCE *

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE *

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE *

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE *

RUSSELL P. MAY
711 14th St., N. W. Shoreham Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE *

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE *

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
Member AFCCE *

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE *

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE *

GUY C. HUTCHESON
P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE *

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX 3-8073
WASHINGTON 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 Eye St., N. W., Wash. 6, D. C.
Executive 3-1230—Executive 3-5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE *

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
Member AFCCE *

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
1230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
Member AFCCE *

These Engineers . . .
ARE AMONG THE
FOREMOST
IN THE FIELD

QUALIFIED ENGINEERING
is of paramount importance in getting your station (AM, TV or FM) on the air and keeping it there

IF YOU DESIRE TO JOIN THESE ENGINEERS
in Professional card advertising contact
BROADCASTING ● TELECASTING
1735 DeSales St., N. W., Wash. 6, D. C.

Member AFCCE *

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

TO ADVERTISE IN THE
SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1735 DESALES ST., N.W., WASH. 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Mississippi daytime indie wants manager with strong sales experience and managerial ability. No dreamers, drifters, artiste. Begin salary $85.00. week plus overide and car expense. Good living conditions. Send resume of experience—personal background—photo. Box 644D, B•T.

Sales manager to assume responsibility of sales department. Two other sales people now in department. Michigan 5,000 watt station. New car furnished annually. Good salary-commission arrangement. Box 645D, B•T.

Manager. Young, active, must have had previous experience as general manager and sales manager small station. Unusual opportunity to break into metropolitan market as manager. Box 743D, B•T.

Missouri daytimer, town 6,100, needs strong commercial-station manager. Base $400. plus percentage gross. Box 755D, B•T.

Salesmen

Guaranteed income $400. monthly against commission, protected territory, active account list, fertile market. Bonus, company paid pension plan. Independent daytime kilowatt wants experienced sales producer who desires to settle in progressive northern Illinois community. Personal interview required. State age, experience. Box 495D, B•T.

Radio salesman wanted. Long-established Virginia network station requires experienced salesman. Position permanent. Send complete account of sales background, references and salary expected. Box 687D, B•T.

Established station has opening for good salesman with proven record. Good guarantee against 15%. Unlimited opportunity for good man. Box 711D, B•T.

Time salesman to earn guarantee and commission and all around announcer at KOPR and KOPR-TV, Butte, Montana. Residents of northwest preferred. Contact Ed Cooney, KOPR-KOPR-TV, Finlen Hotel, Butte, Montana.

Salesman at once, man or woman. 25% commission, 5000 watt, day and night. WKNK, Muskegon, Michigan.

Experienced salesman with competitive major market experience. Intermountain Network expansion in Salt Lake and Denver markets requires additional outstanding account executives. Send complete resume, recent photo, references to Mr. Hatch, Intermountain Network, 146 South Main Street, Salt Lake City, Utah.

Announcers

Salesman or announcers with 1st tickets. Western Ohio. Box 77D, B•T.

Combo with 1st phone. Must be experienced announcer capable of handling all type staff work. Starting salary $375. Excellent opportunity for good man in competitive market. Box 710D, B•T.

Experienced morning and staff announcer. Immediate opening independent station near New York City. Tape, details, salary first reply. Box 719D, B•T.

Need at once. Good morning man for full time network station in Cumberland, Maryland. Operate console, sell commercials. Only man with best references, minimum one year experience need apply. Send tape, salary expected, complete details, first letter. Box 725D, B•T.

Experienced announcer for number one station in midwest town of 100,000. Dual operation. Good salary. Box 733D, B•T.

Announcer-engineer—Regional network affiliate. Ideal California market. Must be top announcer. Send tape, photo, all references first letter. Box 744D, B•T.

Help Wanted—(Cont'd)

Top station in east Texas will need announcer September 1, who can do football play-by-play. Must be experienced, willing to work and be interested in general staff work. Nose for news will also help. Submit tape and all information possible as well as minimum salary expected. No drifters need apply. Richman Lewin, General Manager, KTRE, Lufkin, Texas.

WISH Radio Station has opening for straight announcer, some news. Give experience, references, starting salary requirements in first letter. WISH, 1440 N. Meridian, Indianapolis 2, Indiana.

Combo with first class ticket. No maintenance; strong DJ, news. Salary commensurate with experience. Full-time kw indie. Send background, tape, photo to General Manager, WITY, Danville, Illinois.

Technical

Chief engineer looking for permanent position with ambition to advance himself and station. Position is engineering board, air work and maintenance. Station is top equipment southwest 1,000 watts Mutual. Good staff, friendly town. Top salary for honest, efficient, cooperative family man with car, who has good voice. Prefer at least three years experience as chief. If you are non-alcoholic, not a hop head and a level headed genius, contact Box 621D, B•T.

Chief engineer. 10 kw am, Fairbanks, Alaska. Must be thoroughly experienced am broadcasting. Also capable maintaining building and housing facilities. Salary open. Inexpensive housing available. Chief engineer, 250 watt am, Seward, Alaska. Must have had previous experience, be capable maintaining all station equipment including magnecorders without assistance. Salary $450. Give full particulars, marital status, number, ages of children, financial condition (no investment required), physical defects. Send snapshot to Alaska Broadcasting System, 830 Securities Building, Seattle 1, Washington.

First phone operator for network station. Contact WSYB, Rutland, Vermont.

Production-Programming, Others

Local newsman: Station which recognizes local news as most valuable asset, seeks newsman who feels same way. Must have solid reporting background and good voice. Good opportunity at financially sound independent. Box 726D, B•T.

Tremendous opportunity as promotion manager for two radio stations, one television station in good southern markets. Send confidential resume. Box 750D, B•T.

Television

Help Wanted

Managerial

Sales manager for Rocky Mountain metropolitan area tv station. Must be experienced in tv sales on the national, regional and local level with the ability to hire and train salesmen for solid result-getting sales, yet young enough to grow with a progressive, profitable operation. Excellent opportunity for the right man. Include full details of experience, record, income requirements and personal qualifications with photo. Box 732D, B•T.

Vice president and station manager for vhf station in excellent market. Stock with no cash required for the right man. Only experienced tv managers need apply. All replies confidential. Box 736D, B•T.

Salesmen

Merchandising and sales promotion manager experience not necessary. Fast moving radio and tv vhf. Please give complete background, education and experience, if any, salary expected and photograph in first letter. Box 713D, B•T.

Help Wanted—(Cont'd)

Technical

Television engineers: Must have experience in vhf or uhf transmitters and/or control and associated equipment. Ideal working conditions. Apply by letter only, stating qualifications, references, salary desired. C. R. Thon, Chief Engineer, WGLV-TV, Easton, Pa.

Production-Programming, Others

Excellent opportunity for experienced television continuity department head in long established major vhf station. Creative and administrative ability essential. Send complete information on education, background and experience with sample copy to Box 632D, B•T.

Situations Wanted

Managerial

Sales manager am or tv. Time salesman for station rep. Station salesman '48-'53—Presently employed by representative in New York. Outstanding sales record. Box 598D, B•T.

General manager—presently program manager Florida. Desire management small market. Experienced, programming, sales, all station business. Successful personnel relations. 31, family man, ten years background. Box 712D, B•T.

Attention northwest . . . Northern California, Oregon, Washington or western Idaho . . . Veteran broadcaster presently employed five years sales manager progressive kilowatt, desires position as manager of medium sized station . . . experience goes back to 1931. Have done it all and can sell advertising that makes renewals easy. Not a lush or job hopper. Will stick if proposition is right. Box 720D, B•T.

Available September 1, young aggressive manager-salesman. Highly successful background. Family man. Prefer one station market in southeast. Will manage, lease, or invest. Write Box 729D, B•T.

Manager or sales manager for am. Presently employed. Years of successful administrative experience. Excellent references. Box 731D, B•T.

Young executive with wide range knowledge of station organization, management and operation-plus ability to overcome problems in competitive market—seeks challenging opportunity in N. E. Family man. Presently employed. Interview can be arranged. Box 735D, B•T.

Salesman

Announcer-salesman: Excellent voice, some experience, dependable. Desire sales opportunity. Will travel. Box 690D, B•T.

Need good right arm? Ten years extensive, successful radio background including executive sales and programming employment. Box 722D, B•T.

Announcers

California stations: Good announcer wants good job. Midwesterner, 25, experienced. Box 509D, B•T.

Combo man—college graduate. Good news, sports, play-by-play, baseball, football, light experience, car. Draft exempt. Preferably 250-500 watt station. Box 553D, B•T.

Experienced major phases, now employed, desires position with potential and chance to do more. Prefer midwest. Box 623D, B•T.

Extra! Extra! Announcer-newscaster, with easy to listen to speaker. Box 654D, B•T.

News, commercial, DJ, graduate broadcasting school. Board work, continuity, sports. 25, single, veteran. Disc available. At present DJ on fm. Box 703D, B•T.

Announcer-newscaster. College graduate. Five years experience. Mature. Best references. Box 705D, B•T.

Opportunity knocks! Chance to engage young announcer, BA degree, single vet., mature voice. Versatile—from sports to classical music and operate board. Particularly strong popular DJ, classical, newscasting, and editing. SRT graduate. Approx. 2 years experience, plus 1 year AFRS. Box 709D, B•T.

Announcer—staff and personality. Desires to relocate because of change of ownership present location. Prefer southeast. Details on request. Box 714D, B•T.

DJ—Experienced, news, sports, personality—console operation. Married, will travel. Now employed Nation's Capital. Disc, photo, references. Box 717D, B•T.

Situations Wanted (Cont'd)

Family man, eleven years experience, desires announcing, newscasting, programming job with optomistic am operation in central U. S. Details aircheck available. Box 721D, B•T.

Sportscaster, 7 years experience, outstanding play-by-play football, basketball, baseball. Excellent voice, reliable, accurate. Desire college or pro games. Box 723D, B•T.

Available July 1st—Experienced combo—1st class license—play-by-play all sports; news; commercials — friendly delivery — references. Prefer southwest. Box 724D, B•T.

Announcer, veteran, married. Broadcasting school graduate. Eligible on the job training. Box 737D, B•T.

Versatile young woman announcer for station staff. Capable, ambitious, trained all phases radio, commercials, special features, DJ, continuity. Will travel. Tape, resume, references. Box 738D, B•T.

Gal dee jay, women's news, features, copywriting, idea man. Box 739D, B•T.

Former professional baseball player seeks job as sports announcer with some experience. Strong on description of all sports. Box 740D, B•T.

Announcer, first phone. One year broadcasting experience, desires position network affiliate. Box 742D, B•T.

Permanent position wanted. Experienced announcer-salesman. Copy writing experience, assistant PD, newscasting and personality DJ. Box 745D, B•T.

Announcer—radio-tv—Experienced. Any place but metropolitan New York. Box 748D, B•T.

Desire change to break into local sports, local news. Varied experience on both. Married, veteran. Box 753D, B•T.

Sports director—play-by-play of all sports. Can sell and service accounts. Prefer New England, New York and Penna. Veteran, family man. Can furnish tape. Box 754D, B•T.

Radio-television announcer. Experienced, newscaster, sports, DJ, excellent every phase. References, resume, photo. Box 756D, B•T.

SRT graduate wishes position with a small radio station. Good references. Box 757D, B•T.

Announcer — good voice — excellent delivery. News, staff, DJ, deep interest sports. Willing to travel, tape resume on request. Box 758D, B•T.

Young negro announcer DJ with third ticket, light experience, draft exempt, available now, will travel. Box 759D, B•T.

Young ambitious negro announcer, DJ, pops, religious. Board operator, 3rd class ticket. Smooth blending commercials and platters. Exquisite references. Tape. Box 760D, B•T.

Announcer wants job in small town. Man with family. Alfred G. Azar, 718 S. Clark, Chicago, Illinois.

Humorous, literate, DJ, newscaster. Limited experience, boundless ambition. Tape, resume. Paul Burns, 386 South 2nd Street, Brooklyn 11, N. Y.

Recent graduate of Midwestern Broadcasting School wants announcers job. Tape and complete information on request. Will travel. Robert E. Daniels, 727 E. Main Street, Hoopeston, Illinois.

Excellent, experienced announcer available. Lou Douglas, % Plevretes, 3252 45th Street, Long Island City 3, N. Y.

Announcer. Three years experience radio and television. Single, 24, veteran, draft exempt, main interest is pop personality DJ, best references. Ready to leave. Johnny Hunt, 30-67 49th Street, Long Island City, N. Y. Phone: Astoria 4-9038.

Available immediately, announcer, top references, excellent voice, experienced, married, 25. Lou Douglas, % Plevretes, 32-52 45th Street, Long Island City 3, N. Y.

Available immediately, announcer, newscaster, control board operator. Seeks staff connection. Able, dependable, limited experience. Travel, tape, resume. Bob Kay, 54 Maple Street, Dahielson, Conn.

Announcer—mature—capable, light on experience, heavy on ambition and ability. Smooth news, strong commercials, control board operator. Married, travel. Bob O'Brien, 312A Stimpson Ave., W. Linden, N. J.

Announcer: Control board. Limited experience. Single, draft exempt, third ticket, tape, references. Marty Monroe, 248 Bay 22 Street, Brooklyn 14, N. Y.

Situations Wanted (Cont'd)

Announcer, news, music, sports. Good DJ. Graduate Midwestern Broadcasting School. Has car; will travel. Single. Audition disc available. George Pochos, 215 East 153rd Street, Harvey, Illinois.

Negro—jive—spirituals, light experience, tape, ticket, references. Buddy Redd, 107 Princeton, Hempstead, New York.

Announcer, light experience, ambitious, alert, news, commercials, DJ, ad-lib, 3rd class ticket, single, veteran, travel anywhere, tape. Bill Ross, 60 E. Pierrepont Ave., Rutherford, N. J.

Capable announcer—news, commercials, continuity, strong DJ, personality: Special hillbilly. Station experience light. Permanent opportunity potential. Draft exempt. Reliable. Travel, references. Tape, resume. Dan Shelby, 2085 Walton Ave., Bronx 53, N. Y.

Experienced announcer. Single. Draft exempt. Good references. Network affiliate. Doug Stone, 611 Page, Austin, Minnesota.

Experienced, versatile announcer. Excellent references. Seeking progressive station, preferably south. Harvey Streu, 2831 Lakeview Drive, Minneapolis, Minnesota.

Announcer—first class license, good voice, experienced. Minimum $75.00. Bum, 212 West Water Street, Bellefontaine, Ohio.

Permanent relocation desired; Austin, Dallas. To 1,000 watt experience. Employed. References, tape, details. P. O. Box 265, Falfurrias, Texas.

Announcers (6) handle tough schedule from board, all staff duties. Also top play-by-play man all major sports. Pathfinder School of Radio, 737 11th Street, N. W., Washington, D. C. ME 8-5255.

Top-flight announcers, copywriters, engineers. Tapes available. Academy of Broadcast Arts, 10 East 40th Street, New York 16. MU 6-3714.

Technical

Experienced am xmtr, tv xmtr and studio engineering, all phases. Presently employed. No vacation releifs. Box 584D, B•T.

Transmitter engineer, experience, married. No announcing. Available July 1st. Box 655D, B•T.

Texas, southwest: Chief engineer, fourteen years diversified experience, light announcing. Box 657D, B•T.

Physics major, 34, family man, 13 years experience, all phases broadcasting, including 8 years engineer with "The Voice of America." Currently employed, electronic research, L. A. area. Want permanent job with responsibilities, West Coast. Box 679D, B•T.

Straight engineer, 5 years experience, first phone, ham license. Now available. Box 700D, B•T.

Experienced chief, all phases broadcasting, including directional, remote control. Box 701D, B•T.

Engineer, 12 years chief, construction maintenance, directional experience, references, midwest preferred, all replies considered. Box 702D, B•T.

Chief, eight years radio, experienced Western Electric, directional, construction, married, car, twenty-nine, available now. Box 727D, B•T.

Chief engineer—experienced construction, maintenance, remotes, directionals. Eastern states or south. Box 741D, B•T.

Transmitter engineer. No announcing experience —willing to learn. Presently employed radio-television service. Desire return to broadcasting. 25, married, veteran. Box 752D, B•T.

Chief engineer, expert maintenance, construction, repairs, FCC reports. Married, 38, sober, steady worker. 16 years experience, good recommendations. Require $100 weekly. Ray King, KTKT, Tucson, Arizona.

Production-Programming, Others

Copy-girl, traffic, air work. General experience in program department. 23, college graduate, references. Resume and tape. Box 652D, B•T.

Tv director desires change. Presently employed network-local experience, 5 years tv—10 years radio. Interested east only. Box 708D, B•T.

Film editor, cameraman, 1st phone, announcer, photographer and darkroom technician. Available July 1st. Box 716D, B•T.

Seeking improvement. Presently employed continuity. Can do mike work, traffic. Excellent references. Box 718D, B•T.

Program director-announcer. Age 33. 8 years experience. Production minded. Dramatic ability. Sports announcing. Can write and direct. Radio or television. Box 728D, B•T.

Situations Wanted (Cont'd)

Program director—Newsman. Ten years know-how including 50 kw New York, newsreel narration. Box 749D, B•T.

Television

Situations Wanted

Salesmen

Six successful years radio announcing-sales combination ready for tv sales production conversion. Employed. Box 704D, B•T.

Technical

1st phone-announcer—desire tv position, northeast area. Four years am network, married, RCA graduate. Box 683D, B•T.

Production-Programming, Others

Television program and film manager, has had experience setting up new operation, including film, traffic and production departments. Proven executive ability, B.A. degree, top industry references. Available immediately. Box 747D, B•T.

For Sale

Stations

For sale, all or part of established uhf network affiliate television station in major Eastern market. Small cash payment. Write or wire Box 672D, B•T.

Partner opportunity: Important California indie. $7,000 to $35,000 share. Some financing available. Qualified applicants with supervisory background only. Box 746D, B•T.

Lease with option to buy. Midwest exclusive. Box 761D, B•T.

Completely installed tv station ready for operation in new building. Equipment, all or any part, available for sale including 275 foot tower 1 kw RCA uhf transmitter, DuMont camera chain, control console, projectors and all tv accessories. Learn how reasonable you can enter field by contacting Thomas Taft, Elmira, New York, or E. S. Underhill Jr., Corning, New York.

Free list of good radio buys now ready. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

Have spare zoomar lens; perfect condition. Box 686D, B•T.

One General Electric audio console and 48 inch rack of associated equipment. A-1 condition—Best offer. Box 715D, B•T.

Gates 250-C-1 transmitter in good shape and on air. Only $1,500 f.o.b. KTRY, Bastrop, La.

(Continued on next page)

HAVE NEEDLESS EQUIPMENT AROUND?

STOP...

LOOK...

LISTEN...

To the RESULTS a Texas radio station pulled with ONE classified ad in BROADCASTING • TELECASTING

"Please cancel our ad. Sold equipment day of publication. Absolutely amazed at response . . ."

(signed)

G. F. Roberts

KGFL, San Angelo, Texas

We Can Do The Same For You. When Do We Start?

For Sale—(Cont'd)

Best offer takes 325 ft. Model H-30 Truscon Tower standing. Available about 60 days. WBML, Macon, Ga.

9-20 ft. lengths of Communications Products 3⅛ inch transmission line. Type 3A125 with stand-off insulators for sale to highest bidder. Contact George A. Foulkes, WILO, Frankfort, Indiana.

558-ft. self-supporting tv tower type F-30 Truscon. In storage. Can deliver immediately. WIRE, Indianapolis, Indiana.

One REL model #707 st. link (audio) transmitter and receiver complete with 6 foot di-pole dishes operating on 940.5 megacycles with 15 DB over half wave di-pole at each end. Original cost, 1950, $4,000.00. One RCA BF-3A fm superturnstile antenna tuned to 96.9 mc with power gain of 3.6, cost $4,200.00 1947. One 220 ft. Wincharger guyed tower complete with beacon, guy wires, insulators, and three anchors. This item will be available July 15th. Make offer for each item, to WOPI, Inc., Bristol, Tennessee. South 3730. W. A. Wilson, President.

For Rent: Professional television cameras and crews for remote or studio use. Universal Broadcasting System, 2193 Commonwealth Ave., Boston 35, Mass.

Steel radio towers, fully insulated, free standing, no guys, with tuning houses, obstruction lights, painted international orange and white, in near new condition. 125 feet from insulators to top. $700.00. f.o.b. Los Angeles. Will erect anywhere United States for additional $1,750. Vic Martin, Contractor, Arroyo Parkway at Glenarm, Pasadena, California.

One Blaw Knox insulated self-supporting tower. Type CK, 364'. $5,000.00 dismantled. J. M. Hamilton & Co., Box 2432, Gastonia, N. C.

Wanted to Buy

Equipment Etc.

Want used 300MM beacon and flasher. Box 455D, B•T.

1 Gates SA 50 console, 400 feet, 1⅝ inch co-axial cable and clamps, etc., for cable. Send full particulars and price to Box 734D, B•T.

Need RCA cutter, type MI-11850-C high fidelity, 15 ohms. Must be in A-1 condition. Tom Rowe, WLS, Chicago, Ill.

Fm power amplifier wanted. Miami school system needs General Electric BF-2-A, 3 kw or equivalent if priced right (educational outlet). Contact Vernon Bronson, Director, WTHS, 275 N. W. 2nd Street, Miami 36, Florida.

Used camera chain wanted for instructional purposes. Northwest Broadcasting School, 527 S.W. 12th, Portland, Oregon.

16" broadcasts, transcriptions—Bing Crosby, jazz, swing bands, recorded 1925-1953. Also 78 rpm records, 1918 to date. ARG, Box 341, Cooper Station, New York City.

Miscellaneous

Wanted: Good public inquiry contracts. 5,000 watt station in deep south, presently using with excellent results. Write Box 661D, B•T.

Experienced television salesman and producer are interested in investing in established syndicated film series to acquire distribution rights or equity in film properties. Box 692D, B•T.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Managerial

GENERAL MANAGER NEEDED IMMEDIATELY

Excellent opportunity with regional full-time radio station affiliated with major network in the Southeast. Must have ability to increase sales and direct sales staff. If you are not a driver, do not apply. Send letter stating previous experience and complete background, including business and character references. State also when you would be available for personal interview.

Box 707D, B•T

Situations Wanted

Managerial

STATION — SALES MANAGER

For metropolitan area. Top record in highly competitive multi-station market, which includes TV. Strong creative selling. Capable co-ordinator, can instruct and spark staff in solid radio selling. Specialist in selling programs; and servicing and satisfying accounts. Complete data available.

Box 751D, B•T

GENERAL MANAGER

5 years TV management. Radio and Newspaper background desires permanent location. Has completely built, trained, organized and managed an excellent TV and AM operation in the South. Young, aggressive, likeable, good appearance, married, family man. Excellent references, outstanding record and respected in industry.

Box 762D, B•T

For Sale

Stations

SOUTHERN STATION

High Power Southern Station — $25,000.00 Down. Ten years to pay —Wide Coverage. Rural Audience for P.I. results. Grossed $84,000.00 in 1953. Could net $50,000.00 per year if owner managed. Don't answer this ad unless you have the down payment. Absentee owner must sell because of pressure of primary business interest. Reply to

Box 730D, B•T

FOR THE RECORD

(Continued from page 100)

Buffalo, N. Y.; WHEB Portsmouth, N. H.; KOTV (TV) Tulsa, Okla.; KTJO (FM) Ottawa, Kan.; KHBL (FM) Plainview, Tex.; WNAS (FM) New Albany, Ind.; WKSU (FM) Kent, Ohio; WOSC Fulton, N. Y.; WBNY-AM-FM Buffalo, N. Y.; WJVB Jacksonville Beach, Fla.; WWWF Fayette, Ala.; WHIL Medford, Mass.

KYA San Francisco, Calif., KYA Inc.—Granted renewal of license without prejudice to any further action that may be taken in proceedings in Docket 10787.

June 16 Applications

ACCEPTED FOR FILING

Modification of CP

KLPW Washington, Mo., Leslie P. Ware tr/as Franklin County Bcstg. Co.—Mod. of CP (BP-8241) which authorized new standard broadcast stations for change in transmitter and studio locations from to be determined, Washington, to on State Rt. 47, 2 mi. N. W. of Union, Mo., and change station location from Washington to Union (BMP-6550).

WSYD Mt. Airy, N. C., Mount Airy Bcstrs. Inc.—Mod. of CP (BP-8853) which authorized increase power, change hours of operation, change type transmitter and transmitter location and make changes in the antenna system to change transmitter location and increase height of present antenna (BMP-6552).

For Sale—(Cont'd)

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

Instruction

GET YOUR FCC LICENSE NOW

Short Accelerated Tutored Groups
Low Price—Guaranteed—Day or Eve.
No Technical Background Required
Inquire Now — New Groups Starting
Rad-Tel Consultants
1 Beekman St., N.Y. 38, N.Y. Worth 4-1180

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel. 4-2115, Gastonia, N. C.

Employment Service

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

ALL TV & RADIO STATIONS

We can provide Qualified TV & Radio Personnel in ALL Categories. 28 years in the Broadcasting Industry gives us the knowledge of YOUR problems and desires. Complete staffs or any type of TV or Radio Personnel—even engineers—ALL carefully checked in EVERY detail.

Write, Wire or Phone
Radio & Personnel Division
BOB BINGHAM PRODUCTIONS, INC.
2322 Biscayne Blvd., Phone 82-7395
Miami, Florida

WPKO Waverly, Ohio, Alice B. Hively, Donald E. Kinker and Warren W. Cooper d/b as Hi Kinco Bcstrs.—Mod. of CP (BP-8614) as mod. which authorized new standard broadcast station for extension of completion date (BMP-6551).

KCOV Corvallis, Ore., Mid-Land Bcstg. Co.—Mod. of CP (BP-8741) as mod. which authorized new standard broadcast station for approval of antenna, transmitter and studio locations and change type of transmitter (BMP-6553).

KGO-TV San Francisco, Calif., American Bcstg.-Paramount Theatres Inc.—Mod. of CP (BPCT-1514) as mod. which authorized changes in facilities of existing tv stations to extend completion date from 7-18-54 (BMPCT-2184).

WICA-TV Ashtabula, Ohio, WICA Inc.—Mod. of CP (BPCT-1788) which authorized changes in existing tv station for extension of completion date to 11-30-54 (BMPCT-2188).

WMBV-TV Marinette, Wis., M & M Bcstg. Co.—Mod. of CP (BPCT-1534) which authorized new tv station for extension of completion date to 10-25-54 (BMPCT-2185).

Routine Roundup . . .

June 15 Decisions

BROADCAST ACTIONS

Actions of June 11

Granted License

WBZ-TV Boston, Mass., Westinghouse Bcstg. Co.—Granted license for tv broadcast station; ERP: visual 100 kw, aural 50 kw; condition (BLCT-17); granted license covering auxiliary antenna system at main site; condition (BLCT-128).

KOOP Los Angeles, Calif., The Copley Press Inc.—Granted license for tv broadcast station and to specify ERP: visual 30.9 kw and aural 15.8 kw (BLCT-100).

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown: WINT Waterloo, Ind., to 1-7-55; WOCH Atlantic City, N. J., to 1-7-55; KXJB-TV Valley City, N. Dak., to 1-6-55.

Actions of June 10

Granted License

WINK Fort Myers, Fla., Fort Myers Bcstg. Co.—Granted license covering erection of new antenna and mounting tv antenna on top (change transmitter location, coordinates only) (BL-5318).

WTOC-FM Savannah, Ga., Savannah Bcstg. Co.—Granted license for changes in fm broadcast station; antenna 397 feet; 7.9 kw; ch. 247 (97.3 mc) (BLH-969).

Remote Control

WMGW-FM Meadville, Pa., Meadville Bcstg. Serv. Inc.—Granted authority to operate transmitter by remote control and to convert obstruction marking specifications to paragraphs 1, 3, 12 and 21 of FCC Form 715.

Modification of CP

KJOE Shreveport, La., Audiocasting Inc.—Granted Mod. of CP for approval of antenna, transmitter location and specify studio location; condition (BMP-6527).

Actions of June 9

Granted License

KBOY Medford Ore., Medford Bcstg. Co.—Granted license for am broadcast station; 730 kc, 1 kw, D (BL-5320).

Remote Control

WSTC Stamford, Conn., The Western Conn. Bcstg. Co.—Granted authority to operate transmitter by remote control.

Modification of CP

WPET Greensboro, N. C., Wayne M. Nelson—Granted Mod. of CP for change in type of transmitter (BMP-6538).

WNBY Milton, Fla., Milton Bcstg. Co.—Granted Mod. of CP for approval of antenna, transmitter and studio location; condition (BMP-6491).

The following were granted Mod. of CP's for extension of completion dates as shown: WKBT La Crosse, Wis., to 12-28-54; WDAN Danville, Ill., to 7-31-54, conditions; WACL Waycross, Ga., to 9-1-54, conditions; WHCO Sparta, Ill., to 12-24-54, conditions; WBEN-FM Buffalo, N. Y., to 12-28-54; KUTF Salt Lake City, Utah, to 9-8-54.

Actions of June 8

Granted License

WINZ Hollywood-Miami, Fla., Hollywood Bcstg. Co.—Granted license covering increase in power, installation of new transmitter; changes in DA and move studio location; condition 10 kw, 50 kw LS, U, DA-2 (BL-5082).

CP

WEBQ Harrisburg, Ill., Harrisburg Bcstg. Co.—Granted CP to replace expired CP (BP-8981) which authorized installation of a new transmitter (BP-9290).

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown; WNOW-TV, York, Pa., to 1-5-55; KFYO-TV Lubbock, Tex., to 1-6-55; KCEB (TV) Tulsa, Okla., to 1-1-55.

Actions of June 7

Remote Control

The following stations were granted authority to operate transmitters by remote control: WREB Holyoke, Mass.; WMGW Meadville, Pa.; WLCK Campbellsville, Ky.; KTLW Texas City, Tex.; WIS Columbia, S. C.

CP

KCNC Fort Worth, Tex., Blue Bonnett Bcstg. Corp.—Granted CP to change transmitter location (BP-9292).

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown: WHA-TV Madison, Wis., to 12-7-54; WTLC Champaign, Ill., to 1-4-55; WOR-TV New York, N. Y., to 10-1-54; WFBG-TV Altoona, Pa., to 12-30-54; WWBG Bowling Green, Ohio, to 12-21-54, conditions; WHLM Bloomsburg, Pa., to 12-14-54, conditions.

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

Chief Broadcast Bureau—Granted petition for an extension of time to and including June 29, within which to file exceptions to initial decision in re Petersburg Tv Corp. and Southside Va. Telecasting Corp. for ch. 8 in Petersburg, Va. (Dockets 10737-38) (Action of 6/10).

Chief Broadcast Bureau—Granted petition for an extension of time to and including June 14, within which to file his answer to the petition of Hearst Corp. for reconsideration by the Commission of its Memorandum Opinion and Order of April 30, granting Midwest Bcstg. Co. status as a party intervenor in proceeding re ch. 6 in Whitefish Bay, Wis. (Dockets 1109 et al.) (Action of 6/8).

By Hearing Examiner Isadore A. Honig

Omaha, Neb., KFAB Bcstg. Co., Herald Corp.—Corrected in minor respects, the Memorandum Opinion and Order released June 8, which granted KFAB's petition for leave to amend its application for ch. 7 (Dockets 9009, 10909).

Klamath Falls, Ore., KFJI Bcstrs., Klamath Falls Tv Inc.—Granted joint motion of applicants for continuance of further hearing conference in re ch. 2 from June 10 to June 22 (Dockets 10980-81).

By Hearing Examiner Claire W. Hardy

Bluefield, W. Va., Southern W. Va. Tv Inc., Daily Telegraph Printing Co.—Gave notice of a pre-hearing conference to begin June 18, in re proceeding for ch. 6 (Dockets 11042-43).

By Hearing Examiner Harold L. Schilz

Chief Broadcast Bureau—Granted petition for an extension of time from June 15 to and including June 18, within which to submit proposed findings in re applications of Radio Associates Inc., and WLOX Bcstg. Co., for ch. 13 in Biloxi, Miss. (Dockets 10844-45).

By Hearing Examiner Basil P. Cooper

Big Spring, Tex., Big Spring Bcstg. Co.—Granted petition for leave to amend its application for ch. 4 (Docket 10996; BPCT-1749) to correct the classification of certain of the programs proposed, etc., and to advance hearing from June 21 to June 9.

By Hearing Examiner J. D. Bond

Roanoke, Va., Times-World Corp., Radio Roanoke Inc.—Denied petition of Times-World to resume hearing in re proceeding for ch. 7 on June 21; further ordered that a further hearing conference be held on July 13 (Dockets 10655-56).

By Hearing Examiner James D. Cunningham

Hartselle, Ala., Dorsey Eugene Newman; WERD Atlanta, Ga., Radio Atlanta Inc.; WDMG Douglas, Ga., WDMG Inc.—On the Examiner's own motion, continued without date the hearing presently scheduled for June 17 (Dockets 10638 et al.), pending Commission's decision in re several pleadings.

Pending April 30

REPORT on FCC's backlog of pending applications and hearing cases as of April 30, has been submitted to the Senate Interstate & Foreign Commerce Commission. Including both broadcast and non-broadcast cases, the report lists data on non-hearing applications pending three months or more and applications in hearing status six months or more. Explanations for pendency or delays in handling are given. Report is required by the MacFarland Act amendment of the Communications Act.

Examiners Rules

AMENDED and clarified rules and regulations affecting the appointment, promotion and removal of FCC and other government hearing examiners have been put into effect by the Civil Service Commission following publication of the changes in the *Federal Register* of June 5. Provisions on compensation were not included. These, it was pointed out, are governed by the Classifications Act of 1949 rather than the Civil Service Act. Civil Service retains the right to choose which examiners are to be promoted, the rules show.

Texas
Fulltime Independent
$100,000.00

Earnings in excess of $35,000.00 per year. Good opportunity for owner-manager. Combined physical operation—well equipped. City retail sales over $90,000,000.00. Can be financed.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

HEIGHT
COUNTS MOST!

WAVE-TV Delivers:

66.7% GREATER COVERAGE AREA
than any other television station in Kentucky and Southern Indiana!

36.1% GREATER CIRCULATION
than the area's leading
NEWSPAPER!

761.0% GREATER CIRCULATION
than the area's leading
NATIONAL MAGAZINE!

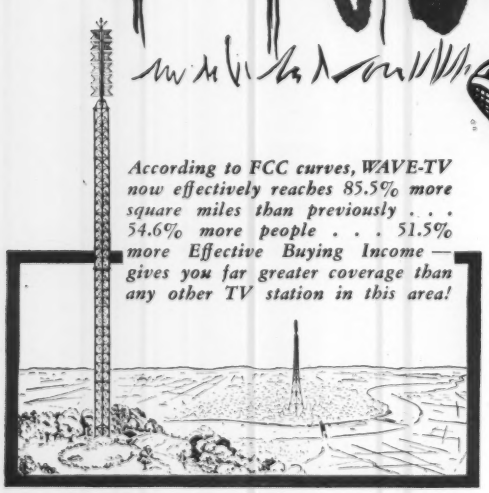
Newspapers in dozens of cities 80 to 120 miles from Louisville carry WAVE-TV program schedules—*proof that WAVE-TV really "gets through" to fringe areas.* Here's why:

WAVE-TV's tower is 525 feet higher than Louisville's other VHF station!

WAVE-TV is Channel 3—the lowest in this area!

WAVE-TV's 100,000 watts of radiated power is the maximum permitted by the FCC for Channel 3—is equivalent to 600,000 watts from our old downtown tower on Channel 5!

Ask your local distributors about WAVE-TV's superior coverage, here in Kentucky and Southern Indiana.


According to FCC curves, WAVE-TV now effectively reaches 85.5% more square miles than previously . . . 54.6% more people . . . 51.5% more Effective Buying Income — gives you far greater coverage than any other TV station in this area!

LOUISVILLE'S

WAVE-TV
Channel 3

FIRST IN KENTUCKY

Affiliated with NBC, ABC, DUMONT

NBC Spot Sales, Exclusive National Representatives

TELESTATUS

June 21, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
► WABT (13) CBS, ABC, DuM; Blair; 225,000
► WBRC-TV (6) NBC; Katz; 219,454
WJLN-TV (48), 12/10/52—Unknown
Decatur†—
WMSL-TV (23) Walker; 12/26/52-7/15/54
Dothan†—
Ala-Fla-Ga Tv Inc. (9) Initial Decision 5/26/54
Mobile†—
► WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
► WKAB-TV (48) CBS, DuM; Forjoe; 60,800
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
► WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 31,200
WSFA-TV (12) Headley-Reed; 3/25/54-11/15/54
Munford†—
*Alabama Educational Tv Commission (*7) 6/2/54-Unknown*
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
► KTYL-TV (12) NBC, DuM; Avery-Knodel; 93,200
Phoenix—
► KOOL-TV (10) ABC; Hollingbery; 93,200
► KPHO-TV (5) CBS, DuM; Katz; 93,200
Arizona Tv Co. (3) 6/10/54-Unknown
Tucson—
► KOPO-TV (13) CBS, DuM; Forjoe; 24,916
► KVOA-TV (4) ABC, NBC; Raymer; 24,916
Yuma†—
► KIVA (11) DuM; Grant; 18,302

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
► KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
American Television Inc. (5) Rambeau; 6/3/54-Unknown
Hot Springs†—
KTVR (5) 1/20/54-Unknown
Little Rock—
► KARK-TV (4) NBC; Petry; 60,769
► KATV (7) (See Pine Bluff)
KETV (23) 10/30/53-Unknown
Pine Bluff†—
► KATV (7) ABC, CBS; Avery-Knodel; 72,785
Texarkana—
► KCMC-TV See Texarkana, Tex.

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Forjoe; 65,000
► KERO-TV (10) ABC, CBS, NBC; Avery-Knodel; 120,000
Berkeley (San Francisco)—
*KQED (*9) 7/24/53-July '54 (granted STA April 16)*
Chico—
► KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 42,220
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 12,800
Fresno—
► KBID-TV (53) Meeker; 92,052
► KJEO-TV (47) ABC, CBS; Branham; 106,558
► KMJ-TV (24) CBS, NBC; Raymer; 85,841
Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
► KABC-TV (7) ABC; Petry; 1,835,863
► KCOP (13) Katz; 1,835,863
► KHJ-TV (9) DuM; H-R; 1,835,863
► KNBH (4) NBC; NBC Spot Sls.; 1,835,863
► KNXT (2) CBS; CBS Spot Sls.; 1,835,863
► KTLA (5) Raymer; 1,835,863
► KTTV (11) Blair; 1,835,863
► KTHE (*28)
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
► KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 385,234
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 101,000
KCRA Inc. (3) 6/3/54-Unknown
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53
Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 384,761
San Diego—
► KFMB-TV (8) ABC, CBS, DuM; Petry; 214,771
► KFSD-TV (10) NBC; Katz; 214,771
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 950,130
► KPIX (5) CBS, DuM; Katz; 950,130
► KRON-TV (4) NBC; Free & Peters; 950,130
► KSAN-TV (32) McGillvra; 47,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 67,786
Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
► KTVU (36) NBC; Hollingbery; 76,000
KHOF (13) 2/11/54-Unknown
Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 45,191
► KRDO-TV (13) NBC; McGillvra; 36,000
Denver—
► KBTV (9) ABC; Free & Peters; 220,778
► KFEL-TV (2) DuM; Blair; 220,778
► KLZ-TV (7) CBS; Katz; 220,778
► KOA-TV (4) NBC; Petry; 220,778
*KRMA-TV (*6), 7/1/53-1954*
Grand Junction†—
► KFXJ-TV (5) NBC, DuM; Holman
Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 41,350
KDZA-TV (3). See footnote (d)

CONNECTICUT

Bridgeport—
*WCTB (*71), 1/29/53-Unknown*
► WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
*WEDH (*24), 1/29/53-Unknown*
WGTH-TV (18) H-R; 10/21/53-7/15/54
New Britain—
► WKNB-TV (30) CBS; Bolling; 176,068
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
*WCTN (*63), 1/29/53-Unknown*
Stamford†—
WSTF (27), 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC, DuM; Stuart; 134,400

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown
Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 216,139
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 595,600
► WNBW (4) NBC; NBC Spot Sls.; 618,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 610,000
► WTTG (5) DuM; Blair; 612,000
WOOK-TV (50) 2/24/54-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Towering
OVER SOUTH FLORIDA
WTVJ now covers 1/3 of the State of Florida with 100,000 watts from its new 1000 ft Tower
South Florida's only VHF Station will deliver your TV message to 1,055,700 permanent residents spending $1,356,382,000.00 in Retail Sales*
See Your Free & Peters Colonel Today
WTVJ
CHANNEL 4
Miami
* SALES MANAGEMENT 1954

KHQ 7 A-TV

Covers the prosperous Keokuk, Iowa Hannibal, Missouri Quincy, Illinois Area

There are 129,405 Families Unduplicated by service from any station outside KHQA-TV's Class B Contour

NOW 113,978 TELEVISION HOMES In KHQA-TV's 100 mv/m CONTOUR

Exclusive CBS and DuMont Television Outlet For Keokuk-Hannibal-Quincy Area

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FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Daytona Beach†—
Telrad Inc. (2) 6/7/54-Unknown

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 116,116
► WITV (17) ABC, DuM; Venard; 107,200 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC; Weed; 7,580

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 261,006
WOBS-TV (30) Stars National; 8/12/53-Sept. '54

Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27) Stars National; 12/2/53-9/30/54
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 244,600
WMFL (33), 12/9/53-Unknown

Orlando—
WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 10/14/53-7/1/54 (granted STA June 10)

Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 9,500

Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 59,500
► WPFA (15) CBS, DuM; Young; 19,260

St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 81,000

Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) Blair; Initial Decision 7/13/53

West Palm Beach—
WEAT-TV Inc. (12) 2/18/54-12/15/54
► WIRK-TV (21) ABC, NBC, DuM; Weed; 23,650
WJNO-TV (5) NBC; Meeker; 11/4/53-8/15/54

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC; Burn-Smith; 41,564

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 386,925
► WLWA (11) ABC, DuM; Crosley Sls.; 386,925
► WSB-TV (2) NBC; Petry; 413,235
WQXI-TV (36), 11/19/53-Summer '54

Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 96,200
► WRDW-TV (12) CBS; Headley-Reed; 93,100

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 53,849
► WRBL-TV (4) CBS; Hollingbery; 68,401.

Macon—
► WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 75,593

Rome†—
► WROM-TV (9) Weed; 98,219

Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Katz; 40,000
WSAV Inc. (3) Initial Decision 3/31/54

Thomasville†—
WCTV (6), 12/23/53-Unknown

Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-9/1/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS; Free & Peters; 33,800
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000

Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 25,000
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54

Nampa†—
KTVI (6) 3/11/53-Unknown

Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-8/1/54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) CBS, DuM; Weed; 239,000

Bloomington†—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WCUI (21), 7/22/53-Unknown
*WTLC (*12), 11/4/53-Unknown*

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,840,000
► WBKB (7) ABC; Blair; 1,840,000
► WGN-TV (9) DuM; Hollingbery; 1,840,000
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,840,000
WOPT (44) 2/10/54-Unknown
*WTTW (*11) 11/5/53-Fall '54*

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000

Decatur—
► WTVP (17) ABC, DuM; George W. Clark; 81,780

Evanston†—
WTLE (32), 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000

Joliet†—
WJOL-TV (43) Holman; 8/21/53-Unknown

Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 146,546
► WTVH-TV (19) ABC, DuM; Petry; 130,000

Quincy† (Hannibal, Mo.)—
► KHQA-TV (7) (See Hannibal, Mo.)
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 114,000

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 181,623
► WTVO (39) NBC, DuM; Weed; 87,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811

Springfield—
► WICS (20) ABC, NBC, DuM; Young; 78,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 539,788

Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 118,000

Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 56,000
► WEHT (50) See Henderson, Ky.

Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 78,937
Anthony Wayne Bcstg Co. (69), Initial Decision 10/27/53

Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC, DuM; Katz; 475,000
WISH-TV (8) CBS; Bolling; 1/28/54-7/1/54 (granted STA April 5)

LaFayette†—
► WFAM-TV (59) NBC; Rambeau; 48,600

Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300

Princeton†—
► WRAY-TV (52) McGillvra; 59,600

South Bend—
► WSBT-TV (34) ABC, CBS, NBC, DuM; Raymer; 108,661

Terre Haute†—
WTHI-TV (10) CBS; Bolling; 10/7/53-7/1/54

Waterloo† (Fort Wayne)—
WINT (15) 4/6/53-9/1/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000

Cedar Rapids—
► KCRI-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 227,280

Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811

Des Moines—
► KGTV (17) Hollingbery; 46,713
► WHO-TV (13) NBC; Free & Peters; 227,000

Fort Dodge†—
► KQTV (21) Pearson; 42,100

Mason City†—
► KGLO-TV (3) CBS, DuM; Weed

Sioux City—
KCTV (36), 10/30/52-Unknown
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 107,870
KTIV (4) Hollingbery; 1/21/54-8/16/54

Waterloo—
► KWWL-TV (7) ABC, NBC, DuM; Headley-Reed; 106,230

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown
Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 117,096
Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*
Pittsburg†—
► KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 57,565
Topeka—
KTKA (42), 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 52,472
Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-Sept. '54
► KEDD (16) ABC, NBC, Petry; 91,035

KENTUCKY

Ashland†—
WPTV (59) Petry; 3/14/53-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 51,097
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) 4/13/54-Unknown
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b).
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Summer '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/1/54
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 49,000
WBRZ (2) Hollingbery; 1/28/54-9/1/54
Lafayette†—
KVOL-TV (10), 9/16/53-7/1/54
KLFY-TV (10), Rambeau; 9/16/53-7/1/54
Lake Charles†—
KPLC-TV (7) Weed; 11/12/53-9/1/54
► KTAG (25) CBS, ABC, DuM; Young; 17,000
Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 140,500
KFAZ (43) See footnote (d)
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Nov. '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 254,484
► WJMR-TV (61) ABC, CBS, DuM; McGillvra; 65,691
WTLO (20), 2/26/53-Unknown
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 44,650
Shreveport Tv Co. (12) 6/7/54-Unknown

MAINE

Bangor†—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 66,000
WTWO (2) 5/5/54-Unknown
Lewiston—
► WLAM-TV (17) CBS, DuM; Everett-McKinney; 19,667
Poland†—
WMTW (8) 7/8/53-Summer '54
Portland—
► WCSH-TV (6) NBC; Weed; 110,890
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 42,100

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 547,494
► WBAL-TV (11) NBC; Petry; 547,494
WITH-TV (72) Forjoe; 12/18/52-Fall '54
► WMAR-TV (2) CBS; Katz; 547,494
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Summer '54
Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-6/28/54 (granted STA Feb. 18)

MASSACHUSETTS

Adams (Pittsfield)†—
► WMGT (74) ABC, DuM; Walker; 135,451
Boston—
WBOS-TV (50) 3/26/53-Unknown
► WBZ-TV (4) NBC; Free & Peters; 1,179,281
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,179,281
Brockton†—
WHEF-TV (62), 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 118,000
New Bedford †—
WTEV-TV (28) Walker; 7/11/53-Summer '54
Pittsfield†—
WBEC-TV (64) 11/12/53-Unknown
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 136,000
► WWLP (61) ABC, NBC; Hollingbery; 128,000
Worcester—
WAAB-TV (20) 8/12/53-Aug. '54
► WWOR-TV (14) ABC, DuM; Raymer; 50,000

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 19,800
*WUOM-TV (*26), 11/4/53-Unknown*
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
WBKZ (64) see footnote (d)
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 206,160
Cadillac—
► WWTV (13) ABC, CBS, DuM; Weed; 42,772
Detroit—
WCIO-TV (62), 11/19/53-Unknown
► WJBK-TV (2) CBS, DuM; Katz; 1,420,500
► WWJ-TV (4) NBC; Hollingbery; 1,286,822
► WXYZ-TV (7) ABC; Blair; 1,140,000
East Lansing†—
► WKAR-TV (*60)
Flint—
WJR Inc. (12), 5/12/54-Unknown
WTAC-TV (16) See footnote (d)
Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 429,984
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 406,922
Lansing—
► WILS-TV (54) ABC, DuM; Venard; 45,000
► WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 260,000
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM(35), 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51), 10/29/53-Unknown
Traverse City †—
WPBN-TV (7) Holman; 11/25/53-7/15/54

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 90,689
Duluth† (Superior, Wis.)—
► KDAL-TV (3) NBC; Avery-Knodel
► WDSM-TV (6). See Superior, Wis.
► WFTV (38) ABC, CBS, NBC, DuM; Young; 36,000
Hibbing†—
KHTV (10), 1/13/54-Unknown
Minneapolis (St. Paul)—
► WCCO-TV (4) CBS, DuM; Free & Peters; 452,300
► WTCN-TV (11) ABC; Blair; 427,000
Family Bcstg. Corp. (9) 6/10/54-Unknown
Rochester—
► KROC-TV (10) NBC, DuM; Meeker; 70,000
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 456,100
► WMIN-TV (11) ABC; Blair; 427,000

MISSISSIPPI

Jackson—
► WJTV (25) CBS, DuM; Katz; 50,224
► WLBT (3) NBC; Hollingbery; 87,085
► WSLI-TV (12) ABC; Weed; 88,650
Meridian†—
► WCOC-TV (30)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

THE SPOTLIGHT'S ON
WEHT
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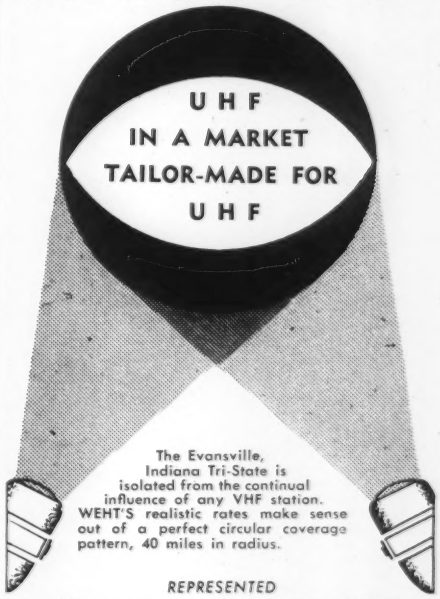
EVANSVILLE MARKET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COVERS CENTRAL KANSAS

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-Unknown
KGMO-TV (18), 4/16/53-Unknown

Clayton†—
KFUO-TV (30), 2/5/53-Unknown

Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 43,559

Festus†—
KACY (14) See footnote (d)

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 113,978
► WGEM-TV (10) See Quincy, Ill.

Jefferson City†—
Jefferson Tv Co. (13) 6/10/54-Unknown

Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-8/15/54

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 399,555
► KMBC-TV (9) CBS; Free & Peters; 399,555
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 399,555

Kirksville†—
KTVO (3) 12/16/53-8/16/54

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 102,435

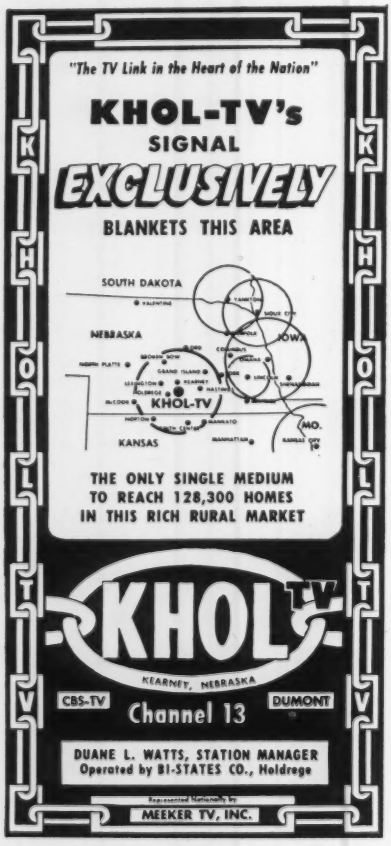
St. Louis—
KACY (14) See Festus
*KETC (*9) 5/7/53-July '54*
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 643,738
► KSTM-TV (36) ABC; H-R; 215,000
WIL-TV (42), 2/12/53-Unknown
► WTVI (54) See Belleville, Ill.
KWK-TV (4) 4/21/54-Unknown

Sedalia†—
KDRO-TV (6) Pearson; 2/26/53-7/1/54

Springfield†—
► KTTS-TV (10) CBS, DuM; Weed; 44,676
► KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, DuM; Headley-Reed; 10,500



Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6). No estimate given.

Great Falls†—
► KFBB-TV (5) CBS, DuM; Headley-Reed; 6,500

Missoula†—
KGVO-TV (13) CBS; Gill-Perna; 3/11/53-7/1/54

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) CBS, DuM; Meeker; 33,000

Lincoln—
KFOR-TV (10) See footnote (d)
► KOLN-TV (12) ABC, CBS, DuM; Avery-Knodel; 84,760

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) DuM, NBC; Blair; 245,038

NEVADA

Henderson†—
Southwestern Publishing Co. (2) 6/7/54-Unknown

Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 14,925

Reno†—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 13,623

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown

Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 220,000

Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000

Atlantic City—
WFPG-TV (46) see footnote (d)
WOCN (52), 1/8/53-Unknown

Camden†—
WKDN-TV (17), 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Weed; 4,150,000

New Brunswick†—
*WTLV (*19), 12/4/52-Unknown*

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 43,797
► KOAT-TV (7) ABC; Hollingbery; 40,000
► KOB-TV (4) NBC, DuM; Branham; 43,797

Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 21,118

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 82,000
*WTVZ (*17), 7/24/52-Unknown*

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 278,733
*WQTV (*46), 8/14/52-Unknown*

Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-Summer '54

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 403,210. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 135,000
*WTVF (*23) 7/24/52-Unknown*
WGR-TV (2) NBC; Headley-Reed; 4/7/54-Aug. '54

Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-Sept. '54

Elmira—
WECT (18) See footnote (d)
► WTVE (24) ABC, CBS, DuM; Forjoe; 31,000

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*

Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker

New York—
► WABC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WATV (13) See Newark, N. J.
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000
► WNBT (4) NBC; NBC Spot Sls.; 4,150,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000
► WPIX (11) Free & Peters; 4,150,000
*WGTV (*25), 8/14/52-Unknown*
WNYC-TV (31) 5/12/54-Unknown

Rochester—
WCBF-TV (15), 6/10/53-Unknown
► WHAM-TV (6) NBC; Hollingbery; 210,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
► WVET-TV (10) ABC, CBS; Bolling; 210,000

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 302,250
► WTRI (35) CBS; Headley-Reed; 85,050

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 345,000
*WHTV (*43), 9/18/52-Unknown*
► WSYR-TV (3) NBC; Headley-Reed; 345,000

Utica—
WFRB (19), 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 141,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 22,525
WLOS-TV (13) Venard; 12/9/53-Aug. '54

Chapel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*

Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 45,000
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 403,930

Durham†—
WTVD (11) ABC, NBC; Headley-Reed; 1/21/54-9/1/54

Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown

Gastonia†—
WNSC-TV (48) 4/7/54-Summer '54

Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 228,006

Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 57,032

Raleigh—
►WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 61,410

Wilmington†—
► WMFD-TV (6) NBC; Weed; 25,934
WTHT (3) 2/17/54-Aug. '54

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 202,954
► WTOB-TV (26) ABC, DuM; H-R; 51,300

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Blair; 6,128

Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 22,000

Valley City†—
KXJB-TV (4) CBS; Weed; 8/5/53-7/19/54

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 148,710

Ashtabula†—
► WICA-TV (15) 20,000

Cincinnati—
*WCET (*48) 12/2/53-9/1/54*
► WCPO-TV (9) ABC, DuM; Branham; 490,000
► WKRC-TV (12) CBS; Katz; 490,000
► WLWT (5) NBC WLW Sls.; 490,000
WQXN-TV (54) Forjoe; 5/14/53-October '54

Cleveland—
WERE-TV (65), 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,031,400
► WNBK (3) NBC; NBC Spot Sls.; 883,980
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown

Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
*WOSU-TV (*34), 4/22/53-Unknown*
► WTVN (6) ABC, DuM; Katz; 381,451

Dayton—
► WHIO-TV (7) ABC, CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (5) Weed; 12/4/52-Summer '54
► WLOK-TV (73) NBC; H-R; 57,234
Mansfield†—
Fergum Theatres Inc. (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 283,159
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 115,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 131,838
Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson; 35,000

OKLAHOMA

Ada†—
► KTEN (10) ABC; Venard
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
KGEO-TV (5) ABC; Pearson; 12/16/53-7/1/54
Lawton†—
► KSWO-TV (7) DuM; Everett-McKinney; 47,485
Miami†—
KMIV (58), 4/22/53-Unknown
Muskogee†—
KTVX (8) 4/7/54-Unknown
Oklahoma City—
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC, NBC; H-R; 113,208
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 267,159
*KETA (*13) 12/2/53-Unknown*
Tulsa—
► KCEB (23) NBC, DuM; Bolling; 80,285
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
Central Plains Enterprises Inc. (2) Initial Decision 6/8/54

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 13,000
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair
Portland—
► KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,283
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 177,383
Oregon Tv Inc. (12), Initial Decision 11/10/53
Salem†—
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39) Weed; 8/12/53—Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 428,774
Bethlehem—
► WLEV-TV (51) NBC; Meeker, 74,803
Chambersburg†—
► WCHA-TV (46) CBS, DuM; Forjoe; 15,500
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 75,410
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
► WSEE (35) CBS; Avery-Knodel; 19,621
WLEU-TV (66) 12/31/53-Unknown
Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-8/1/54
► WHP-TV (55) CBS; Bolling; 118,150
► WTPA (71) NBC; Headley-Reed; 118,150
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 769,656
Lancaster—
► WGAL-TV (8) ABC, CBS, NBC, DuM; Meeker; 297,652
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
► WLBR-TV (15) Burn-Smith; 149,329
New Castle†—
► WKST-TV (45) DuM; Everett-McKinney; 139,578
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls; 1,609,667
► WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23), 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,767,042
Pittsburgh—
► WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 1,119,210
► WENS (16) ABC, CBS; Petry; 307,149
► WKJF-TV (53) CBS, NBC, DuM; Weed; 300,000
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 54,206
► WHUM-TV (61) CBS; H-R; 175,000
Scranton—
► WARM-TV (16) ABC; Hollingbery; 153,000
► WGBI-TV (22) CBS; Blair; 155,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 160,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 173,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Summer '54
York—
► WNOW-TV (49) DuM; Forjoe; 72,000
► WSBA-TV (43) ABC; Young; 76,100

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,109,060
► WNET (16) ABC, CBS, DuM; Raymer; 34,100
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown
Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 44,150
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS, NBC, DuM; Free & Peters; 114,170
WUSN-TV (2) NBC, DuM; H-R; 3/25/54-9/1/54
Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 53,200
► WIS-TV (10) NBC; Free & Peters; 102,572
► WNOK-TV (67) CBS, DuM; Raymer; 48,774
Florence†—
WBTW (8) CBS; 11/25/53-Sept. '54
Greenville—
► WFBC-TV (4) NBC; Weed; 277,662
► WGVL (23) ABC, DuM; H-R; 75,300
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Aug. '54

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown
Sioux Falls†—
► KELO-TV (11) ABC, NBC; Raymer; 67,572

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 90,000
Jackson†—
WDXI-TV (9) Burn-Smith; 12/2/53-Aug. '54
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 78,626
► WTSK (26) CBS, DuM; Pearson; 65,500
Memphis—
► WHBQ-TV (13) ABC, CBS, DuM; Blair; 283,350
► WMCT (5) ABC, NBC, DuM; Branham; 283,350

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

EVEN **NELSON** WATCHES

W·H·E·N TV

No anxious eyes on the English Channel anymore — it's as dull as a millstream compared to the excitement on Channel 8.

The Battle of Trafalgar was nothing compared to the daily battle over who gets the best seat in the living room. But WHEN-TV is the great peace-maker, and Nelson, N. Y., is just one of more than 250 upstate communities who are happy about the treaty terms because everyone gets what he wants on Channel 8.

Trade barriers are down too, thanks to the warming influence of WHEN-TV, so if you're interested in profitable trade deals with the people of Nelson and their 2¼ million neighbors,

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

W·H·E·N TV

CBS
ABC
DUMONT

A MEREDITH STATION

CHANNEL 8

SYRACUSE, N.Y.

Nashville—
► WSIX-TV (8) CBS; Hollingbery; 190,368
► WSM-TV (4) NBC, DuM; Petry; 190,368
Old Hickory (Nashville)—
WLAC-TV (5) Katz; 8/5/53-6/27/54

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 32,073
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 50,336
► KGNC-TV (4) NBC, DuM; Katz; 50,336
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 70,312
Beaumont†—
► KBMT (31) Forjoe
KTRM-TV (6) Initial Decision 7/22/53
Big Spring†—
Big Spring Bcstg. Co. (4) Initial Decision 6/11/54
Corpus Christi†—
KVDO (22) Young; 1/6/53-6/20/54 (granted STA May 7)
KTLG (43) 12/9/53-Unknown
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-8/1/54
► KRLD-TV (4) CBS; Branham; 383,721
► WFAA-TV (8) ABC, NBC, DuM; Petry; 337,000
El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 52,422
► KTSM-TV (9) NBC; Hollingbery; 41,229
KELP-TV (13) Forjoe; 3/18/54-Sept. '54
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 374,600
Galveston—
► KGUL-TV (11) ABC, CBS, DuM; CBS Spot Sls.; 276,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 34,727
Houston—
► KNUZ-TV (39) DuM; Forjoe; 81,651
► KPRC-TV (2) NBC; Petry; 344,000
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
KTLJ (13), 2/23/54-Unknown
Longview†—
► KTVE (32) Forjoe; 22,131
Lubbock†—
► KCBD-TV (11) ABC, NBC; Pearson; 54,896
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 54,896
KFYO-TV (5) Katz; 5/7/53-Unknown
Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 33,000
San Angelo—
► KTXL-TV (8) CBS; Venard; 28,035
San Antonio—
KALA (35) 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 195,233
► WOAI-TV (4) NBC; Petry; 193,778
KCOR-TV (41) O'Connell; 5/12/54-11/1/54
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 78,115
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 81,124
Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) 1/27/54-9/1/54
Victoria†—
KNAL (19) Best; 3/26/53-Unknown

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N. Y.
ELDORADO 5-0405

Waco†—
► KANG-TV (34) ABC; Pearson; 36,860
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 67,003
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KDYL-TV (4) NBC; Blair; 162,600
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 162,600
KUTV (2) ABC; Hollingbery; 3/26/53-8/1/54

VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-9/6/54

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Hollingbery; 21,500
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 100,300
Harrisonburg†—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Devney; 84,328
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 113,440
Newport News—
WACH-TV (33) See footnote (d)
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 319,564
► WTOV-TV (27) ABC, DuM; Forjoe; 105,200
► WVEC-TV (15) See Hampton
Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 450,144
Roanoke—
► WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel; 261,893

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 68,216
Seattle—
► KING-TV (5) ABC; Blair; 351,100
► KOMO-TV (4) NBC; Hollingbery; 351,100
*KCTS (*9) 12/23/53-12/1/54*
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 71,557
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 76,760
Louis Wasmer (2) 3/18/54-Sept. '54
Tacoma—
► KMO-TV (3) Branham; 351,100
► KTNT-TV (11) CBS, DuM; Weed; 351,100
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 23,975

WEST VIRGINIA

Charleston†—
► WKNA-TV (49) ABC, DuM; Weed; 36,100
WCHS-TV (8) CBS; Branham; 2/11/54-8/1/54
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 34,500
Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 411,792
Oak Hill (Beckley)†—
Robert R. Thomas Jr. (4) 6/2/54-Unknown
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 28,200
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 267,701

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700
Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 191,253
WFRV-TV (5) 3/10/54-Unknown
La Crosse†—
WKBT (8) CBS, NBC, DuM; Raymer; 10/28/53-8/1/54
WTLB (38) 12/16/53-Unknown
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 50,000
► WMTV (33) ABC, DuM; Meeker; 44,800
Marinette†—
WMBV-TV (11) NBC; George Clark; 11/18/53-August '54
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 352,760
► WOKY-TV (19) ABC, DuM; Gill-Perna; 297,500
► WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 675,358
Milwaukee Area Telecasting Corp. (12) 6/11/54-Unknown
Neenah†—
► WNAM-TV (42) George Clark
Superior† (Duluth, Minn.)—
► KDAL-TV (3). See Duluth, Minn.
► WDSM-TV (6) CBS, DuM; Free & Peters; 48,700
Wausau†—
WOSA-TV (16) Rambeau; 2/10/54-7/1/54
Wisconsin Valley Tv Corp. (7) 5/12/54-Unknown

WYOMING

Casper†—
KSPR-TV (2) 5/14/53-Unknown
Cheyenne†—
► KFBC-TV (5) CBS, NBC; Hollingbery

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 9,000
► KTVA (11) NBC, DuM; Feltis; 8,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 56,000
► KONA (11) DuM, NBC; NBC Spot Sls.; 56,000
► KULA-TV (4) ABC; Headley-Reed; 56,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 24,000

CANADA

Hamilton†—
► CHCH-TV (10)
Kitchener†—
► CKCO-TV (13) 50,000
London†—
► CFPL-TV (10) CBS; 35,000
Montreal—
► CBFT (2) 201,433
► CBMT (6) 201,433
Ottawa—
► CBOT (4) 10,100
St. John, N. B.—
► CHSJ-TV (4) CBS
Sudbury†—
► CKSO-TV (5) ABC, CBS, NBC; All-Canada; 7,326
Toronto—
► CBLT (9) 222,500
Vancouver—
► CBUT (2) CBS
Winnipeg†—
► CBWT

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales
Tijuana† (San Diego)—
► XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 382; total cities with stations on air: 254. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 30,625,920.
*** Indicates educational stations.**
† Cities NOT interconnected with AT&T.
(a) Figure does not include 309,309 sets which WBEN-TV Buffalo reports it serves in Canada.
(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.
(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.
(d) The following stations have suspended regular operations, but have not turned in CP's: KDZA-TV Pueblo, Colo.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WTAC-TV Flint, Mich.; KACY (TV) Festus, Mo.; KFOR-TV Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WECT (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WACH-TV Newport News, Va.

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

UPCOMING

JUNE

June 20-23: Advertising Federation of America, Hotel Statler, Boston.

June 21: Hearing on Langer bill (S 3294) to bar alcoholic beverage advertising in interstate commerce, Senate Business & Consumer Interests Subcommittee.

June 21: NARTB Tv Code Review Board, NARTB Headquarters, Washington.

June 21-July 31: National Tv Institute, Pasadena (Calif.) Community Playhouse.

June 21-Aug. 17: Radio-tv institute, co-conducted by KNBC and KPIX (TV) San Francisco, Stanford U., Palo Alto, Calif.

June 22: Colorado Broadcasters Assn., Broadmoor Hotel, Colorado Springs.

June 22-23: South Dakota Broadcasters Assn., Marvin Hughitt Hotel, Huron.

June 22-24: Emerson Radio & Phonograph Corp., distributor convention, The Lido, Lido Beach, Long Island.

June 23: Hearing on renomination to FCC of John C. Doerfer, Room 6-16, U. S. Capitol, 10 a.m.; open.

June 23-25: NARTB Combined Boards, NARTB Headquarters, Washington.

June 24: Indiana Broadcasters Assn., Indianapolis Athletic Club, Indianapolis. Daytime Broadcasters Assn. will sponsor a meeting of all Indiana daytime stations immediately following.

June 27-30: Advertising Assn. of the West, Hotel Utah, Salt Lake City.

June 28: New York U. begins 6-week summer radio-tv institute.

June 28-30: Newspaper Advertising Executives Assn., Hotel Del Coronado, Coronado, Calif.

June 28-Aug. 6: Summer Institute of Radio & Tv, co-sponsored by NBC and Barnard College, New York.

JULY

July 1-2: North and South Carolina Broadcasters Associations, joint meeting, Ocean Forest Hotel, Myrtle Beach, S. C.

July 1-Aug. 21: Radio-tv institutes, Boston U.

July 8-9: Virginia Assn. of Broadcasters, Natural Bridge Hotel, Natural Bridge.

July 24-31: Radio-Tv Workshop, American Baptist Assembly, Green Lake, Wis.

AUGUST

Aug. 1-4: National Audio-Visual Convention & Trade Show, Conrad Hilton Hotel, Chicago.

Aug. 2-21: Summer Tv Workshop, Michigan State College, East Lansing.

Aug. 9 (week of): International Alliance of Theatrical Stage Employes, Netherlands Plaza Hotel, Cincinnati.

SPECIAL LISTINGS

BMI Program Clinics

June 21: Broadmoor Hotel, Colorado Springs.
June 23: Marvin Hughitt Hotel, Huron, S. D.
June 25: Indianapolis Athletic Club, Indianapolis.

BAB Clinics

June 21: Omaha, Neb.
June 22: Des Moines, Iowa.
June 24: Minneapolis, Minn.
June 25: Dakotas.
July 12: Burlington, Vt.
July 13: Boston, Mass.
July 15: Syracuse, N. Y.
July 16: New York City.
July 19: Tampa, Fla.
July 20: Charlotte, N. C.
July 20: Detroit, Mich.
July 22: Richmond, Va.
July 23: Washington, D. C.
July 26: Philadelphia, Pa.
July 27: Pittsburgh, Pa.
July 29: Cleveland, Ohio.
Aug. 9: Milwaukee, Wis.
Aug. 10: Chicago, Ill.
Aug. 12: Los Angeles, Calif.
Aug. 13: San Francisco, Calif.
Aug. 16: Portland, Ore.
Aug. 17: Seattle, Wash.
Aug. 19: Montana
Aug. 20: Boise, Idaho.
Aug. 23: Salt Lake City, Utah
Aug. 24: Denver, Colo.
Aug. 26: Albuquerque, N. M.
Aug. 27: Wichita, Kan.
Aug. 30: St. Louis, Mo.
Aug. 31: Indianapolis, Ind.

The Lion's Share
KSL-TV is now five years old!
During the past five years we've really grown. So has the vast Intermountain market we serve. So have our ratings and billings. In fact, we have the lion's share, with 73% of the average daytime audience and 62% of the total TV spot advertisers using local facilities.*
To get the lion's share of sales, use
KSL-TV SALT LAKE CITY
serving 39 counties in four western states
Represented by CBS-TV Spot Sales
*sources upon request

Pawns, Politics and Sin

IS THE OLDEST of political wheezes—a devout stand against sin—being used in this election year, with radio and television ensnared as the innocent victims?

We may be wrong, but that's the way it looks from here.

We're not given to partisan politics. The Democrats tried the same thing four years ago, when they controlled the Congress. Today it appears the Republicans, harassed by a split in ranks provoked by McCarthy, have taken to the same sort of Machiavellian scheme, to prove to the voters next November that the GOP wants to ferret out the racketeers and the gamblers, but that the Democrats thwarted them.

To us, it's a plague on both their political houses. The broadcast media are caught in the whiplash only because they happen to provide the easy legislative way. (Maybe, too, it's because the newspapers know how to fight back but the broadcasters are slower on the uptake.)

The vehicles are the sundry bills to outlaw alcoholic beverage advertising and the bill (S 3542) to ban broadcasting of "gambling information" of sporting events on which we discoursed in this space last week. The beer, wine and liquor measures are old hat, having been introduced at each session over the years by those advocating return of prohibition.

But this year—when all of the House and one-third of the Senate —are up for grabs, the heat is really on. The gambling bill was smuggled into the Senate by the Dept. of Justice without notice to all parties vitally affected, and with a serene confidence that augurs swift Senate committee action with all Republicans, plus those normally-inclined anti-sin Democrats, for it.

It may be that there isn't enough time left prior to an expected July 31 adjournment to get either of these discriminatory, if not illegal, bills through. But if the GOP-organized Interstate Commerce Committee can shove through the anti-gambling bill, and then have the Democrats block it on the floor, they can go into the Bible Belts this fall and lay defeat at the doorstep of their political adversaries.

The anti-alcohol advertising bill might be railroaded through the House, where hearings have been held (they come up in Senate committee this week), only to be blocked on the calendar. Another political talking-point to be used in cajoling anti-sin voters.

Because all alcoholic beverage advertising would be banned, the threat there isn't as great. The space boys have had their inning along with the time sellers. But the gambling bill is directed exclusively against the broadcast media, depriving them of the right to use their virtue as instantaneous news disseminators. They would be required to invoke a one hour lag before broadcasting horse or dog race results, while the printed media could go to press at will.

Nothing may come of either assault, now that word is out and the aggrieved groups can organize their resistance. But it is demeaning, if not insulting, to the broadcast media to be used as political pawns, particularly when the threat is so great as to endanger their very freedom.

Off the Reservations

THE QUESTIONS which FCC Comr. Lee raised last week in speaking of educational television have been asked before, but never so pointedly by an influential government official. Now that Mr. Lee has dared to risk the criticism which some of his cowed colleagues have done their best to avoid, there is hope that the Commission may muster the nerve to review its work in this field.

If there is a scarcity of vhf channels, as everyone admits, and if educational tv development has fallen hopelessly behind the educators' expectations, as can be proved, the Commission can no longer postpone consideration of the causes and effects of its reservation of 251 channels for non-commercial, educational tv.

The causes already are well known. In essence they resided in the good intentions of professional educators and the exploitation of educators' hopes for political gain.

The effects are equally apparent, but it remained for Mr. Lee to summarize them explicitly. They boil down to these: The scarcity of vhf channels for commercial use was at least partly created by the educational reservations; only six educational stations are on the air and some of them are in financial trouble; only five others have submitted target dates and those are tentative; no applications have been made for more than 80% of the reserved channels.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"The coin box on the left is for pay-as-you-view programs, the guy on the right is from the finance company!"

Recent developments at two of the operating educational stations make it the more plain that it is difficult indeed to support tv operations on dreams.

On the first anniversary of KUHT (TV) Houston, the first educational outlet to go on the air, the station's manager reported that he had insufficient funds to program more than 40 hours a week, which he admitted was an "uneconomical use of more than $300,000 worth of equipment" [B•T, May 17].

A fortnight ago Capt. Allan Hancock, supporter of KTHE (TV) Los Angeles, the second educational outlet on the air, resigned his associations with the station [B•T, June 14]. Whether the money can be found to keep the station operating is unsettled.

It is not an impressive record that has been made by educational tv in the two years since the FCC ordered the educational reservations, and there is no promise of improvement.

If the public interest is truly to be served, as the FCC is charged to do by the law, the reservations must be withdrawn.

More and more educational groups must reach the conclusion which the Connecticut State Commission on Educational Television reached—that television can educate at less expense and with greater effect if it does so through established commercial stations. The Connecticut report, appearing elsewhere in this issue, is a clear suggestion to the FCC that further reservation of educational channels is useless.

Tennessee Compromise

THE compromise reached last week between the Nashville dailies and two local broadcast groups may, in their view, solve a local problem in the publishing of radio-tv logs, but it does little to advance the general position of broadcasting.

Last January the two major newspapers in Nashville imposed a "service charge" of $8 for radio logs and $6 for tv. No Nashville station would pay the price until last week, when the papers reduced the charges to $7.50 and $5.50 for radio and tv, respectively, and WSM-AM-TV and WLAC went back in the papers.

From the cooperating stations' points of view, it may be worth the cost to obtain general newspaper distribution of their program schedules. Their decision, however, will not make it easier for stations elsewhere to resist attempts by newspapers to charge for logs. What is particularly important in this case is that publishers throughout the country were known to have been watching the Nashville situation. If the *Banner* and *Tennessean* succeed in making the paid-log policy stick, similar efforts may be expected in other cities.

A general trend in that direction may be avoided only if stations unite in emphasizing that logs are legitimate news for newspaper readers and should be carried as such by newspapers that respect the wishes of their readers.

Night-blooming hiatus

This flower's in season again. It fascinates, in a negative way, with every petal an unspent bunch of bucks.

But it's papier maché, superficially attractive, intrinsically treacherous as henbane, without scents, obnoxious as poison ivy. The immediate effects are temporary, though there are cases on record where audiences have never been recovered.

Though found largely in network programming, where it has been known to run wild, the n.b. hiatus is occasionally found west of the Mississippi, even in Iowa.

Tsk, tsk.

WMT & WMT-TV

CBS for Eastern Iowa
Mail Address: Cedar Rapids
National Reps: The Katz Agency